

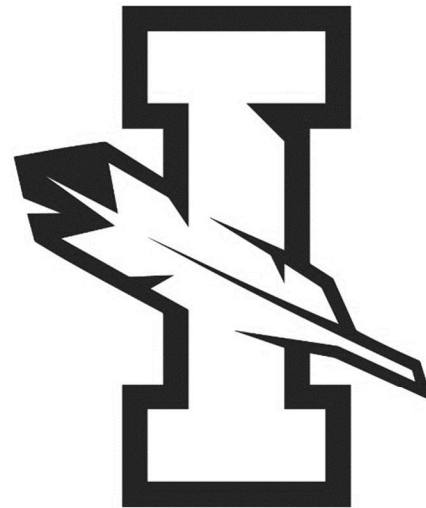
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**2021**

**President's Year-End Review**

Continuous Progress  
Toward Institutional Goals

**Dr. Jay Allen**  
**President**



Submitted to the  
**Board of Trustees**  
May 10, 2021

**ITAWAMBA**  
C O M M U N I T Y C O L L E G E

# *Itawamba Community College*

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## **President's Accomplishments Summary**

The past two semesters of 2020-21 continued to prove to be unprecedented due to the lasting COVID pandemic. While it has been extremely difficult at times, I remained inspired, though not surprised, by the way the ICC family came together to protect each other, both inside and outside of the classroom.

Over the past year, I have continued to cultivate relationships virtually, both internally and externally, through visits with groups, individuals and industries; service on boards; attendance at various councils, committees and community events; and invitations for speaking engagements across the state and region. With a focus on the College, it was especially vital to maintain communication with our faculty and staff to share information via ZOOM Q&A sessions, about not only the pandemic plan, but also to allay their fears during this time of uncertainty. A better-informed faculty and staff ensured better-adjusted and more successful students. Locally, difficult decisions continued to be made for the health and safety of our students, employees and the communities we serve. We continued to offer some virtual-only courses both semesters to better serve all of our region and beyond. However, we learned from the start of the pandemic the importance of face-to-face learning and the success it provides our students. We prepared all classrooms so that face-to-face learning could be accomplished safely. As COVID-19 continued to have an impact, the Legislature proceeded with the 2021 session, which proved positive for community colleges and remained focused on Workforce Development across our state. For this reason and my role as chair of the Mississippi Association of Community Colleges Workforce Education Committee, I spent countless hours in Jackson working for both the betterment of ICC and the association as well as all individuals who are contributing to the state's economy.

It is a pleasure to share with you this President's Year-End Review, which highlights the results of each division's impact on the College. Some of the initiatives include a complete rebranding of the College featuring a new logo, additional student engagement opportunities through Student Activities in spite of a pandemic, the expansion of pathways and programs through Workforce, additional and more far-reaching recruiting efforts, entrepreneurial initiatives and continued community outreach and fundraising. We continue to reach our potential while building on the foundation in which so many have invested at Itawamba Community College since its doors opened in 1948. The remainder of this report categorizes, by division, the planning efforts and employee results that demonstrate progress on the College's Strategic Initiatives and Institutional Goals for FY 2021.

# Accomplishment Highlights By Division

## Alumni and Foundation – Michael Upton, Director

### Alumni

- Increased Alumni Association to **809** members.
- Due to COVID-19's limiting opportunities for alumni events, the office increased its social media presence and generated new followers and interactions from alumni, students and friends.
  - Created Alumni and Foundation account on LinkedIn.
    - Now have more than **300** alumni, students and friends connected.
  - Created Alumni and Foundation account on Instagram.
    - Now have more than **160** alumni, student and friend followers.
  - Increased usage of both Alumni and Foundation Facebook pages.
  - Increased followers to more than **1,800**.
- Honored ICC alumni from both healthcare and trucking programs who served during the COVID-19 outbreak.
- Honored Jim Mounce as the 2020 Alumnus of the Year.
- Inducted Kebo Davis and Tyson Lee as 2020 members of the ICC Athletic Hall of Fame.
- Assisted with the induction of **Butch Thompson**, Auburn head baseball coach and ICC alumnus, into the 2021 Mississippi Community College Sports Hall of Fame and basketball legend **Jimmy Guy McDonald** as the 2020 honoree.
- Spoke to campus groups about the Alumni and Foundation office.
- Represented the college at numerous on- and off-campus events.
- Supported athletics and Sports Information with various activities, including Mississippi Community College Sports Hall of Fame nominations and broadcasting of multiple ICC sports.
- Resumed the publication of Connection, the Alumni and Foundation magazine.

### Foundation

- Total funds raised - **\$296,925**
- Endowment funds raised - **\$105,409**
  - Total endowment value on January 31, 2021 - **\$9,980,340.14** – **Eight percent** increase
  - **540** donors – **45 percent** increase
- New Endowments Established
  - **Stella and Jerry Allen** Education Endowed Scholarship

- **Dr. Billy T. and Barbara Collum** Endowed Nursing Scholarship
- **Dr. Joseph F. Dzikielewski** Memorial Nursing Scholarship
- **Mike and Marcia Eaton** Endowed Scholarship
- **Mounce Family** Excellence in Healthcare Endowed Scholarship
- **North Mississippi Education Consortium** Endowed Scholarship
- **A.J. Pitts** Endowed Scholarship
- **Joy L. Tomlinson** Memorial Endowed Scholarship
- **Clellon E. and Opal Haynes Wheeler** Endowed Scholarship
- Awarded **88** scholarships for Fall 2020 and Spring 2021 semesters
  - **\$91,667** in scholarship support for students
- New annual scholarships awarded in Fall 2020
  - Ernest and Jamie Joyner Annual Scholarship
  - Kayla Murphy Black Annual Scholarship
- Provided additional support services for scholarship recipients
- Media recognition of scholarships, donors and recipients
- Reviewed all existing Foundation accounts to identify and utilize all dormant and lapsed accounts to the value of **\$95,000**
- Secured **\$25,000** grant from the E.R. Carpenter Foundation in support of all health science programs for the seventh year and began planning to honor its support in the Health Science Education Center
- Received **\$20,000** grant from the Woodward Hines Education Foundation through the Mississippi Community College Foundation to establish a Student Relief Fund in support of students affected by COVID-19 to assist in continuing their enrollment.
- Awarded **\$17,355** in direct financial assistance to **107** students
- Remaining funds were utilized to support Itawamba Community College's libraries in the acquisition of more laptop computers for student use
- Continued marketing the Walk of Memories with **12** new bricks sold and plans made for its future location for higher visibility on the Fulton Campus
- Represented the College with sponsorships for events held by the Fellowship of Christian Athletes, North Mississippi Regional Center and HealthCare Foundation of North Mississippi
- Met with donors of existing endowed scholarships to better utilize their endowed funds for student support
- Increased support for the Indian Club programs to benefit ICC athletics

- Attended professional development groups and conferences to improve the Foundation processes and learn best operation practices
- Continued increasing stewardship activities to express appreciation and retain existing donors

**Alumni Association Officers and Directors 2020-2021**

President – Chuck Howell

President-elect – John Lee Lyles

Secretary/Treasurer – Donna Thomas

Immediate Past President – Karen McFerrin

Chickasaw County

Stacy Chapman  
Bobby Mooneyham

Itawamba County

Joey Cox  
Dan McCrimon

Lee County

Jamie Osbirn  
Tammy Harrington

Monroe County

Bunky Goza  
Melba Applewhite

Pontotoc County

Walter Chittom  
Michelle Sutton

Out of District

Jeff Cagle  
Bobby Griffin

Permanent Committee

Monica Aldridge  
Melba Applewhite  
Melba Aron  
Richard Davis  
Robert Goza  
Norma Kilgore  
Noel McWhirter  
Rep. Bill Miles  
Dr. Amanda Summers  
Gary Walker

**ICC Foundation, Inc. Board of Directors 2020-2021**

Chair – Jerry Robbins

Vice Chair – Buddy Montgomery

Secretary – Mark Burleson

Treasurer – Sandi South

Immediate Past Chair – Ernie Joyner

Chickasaw County

Chuck Carson  
Hassell Franklin  
Rayburn Parks

Itawamba County

Dr. Jason Digby

Lee County

Buzzy Mize  
Jim Mounce  
Aubrey Patterson

Monroe County

Donald Baker  
Ronnie Boozer  
Julie Randle  
Jerry Reese

Pontotoc County

Teresa Hooker  
Chuck Howell

Ex-Officio

Dr. Jay Allen  
Jim Ingram  
Sandi South  
Michael Upton

Executive Committee

Jerry Robbins  
Buddy Montgomery  
Mark Burleson  
Buzzy Mize  
Jim Mounce

Investment Committee

Jerry Robbins  
Buddy Montgomery  
Sandi South  
Ernie Joyner  
Hassell Franklin

Nominating Committee

Jerry Robbins  
Ernie Joyner  
Ronnie Boozer

Scholarship Committee

Michael Upton  
Jim Ingram  
Theresa Hooker  
Jason Digby

## COMMUNITY RELATIONS – Tyler Camp, Chief of Staff and Special Assistant to the President

### Community Relations Achievements

College Public Relations Association of Mississippi Awards

- ICC won first place in **eight out of 32** categories in which entries were submitted, which was the most first place award finishes among all of the community colleges in the state.

First-place awards include

- **Donna Thomas** in news story for “CAMT program provides apprenticeship opportunity at ICC”
- **Nina Strother, Dr. Melissa Haab, Jake Hartfield, Mande Miller, C.J. Adams** and **Donna Thomas** in admission and recruitment piece for “Summer Orientation Booklet”
- **Maggie Caldwell** for single piece of artwork – non-sports for “Student Leadership Summit Poster”
- **C.J. Adams** in digital art/photo illustration for “JPD Blobs”
- **Adam Gore, Nina Strother** and **Dr. Melissa Haab** in radio spots (60 seconds or less) for “2019 ICC Yearly Ad”
- **Adam Gore, C.J. Adams, Madison Haley, Bronson Payne, Raphael Henry** and **Alli Coker** in television programs for “2019 ICC Football GameDay Vlogs”
- **Adam Gore, Jordan Smith, Raphael Henry, Bronson Payne, Jim Ingram** and **Lee Adams** in radio programs for “ICC Football vs. Northwest”
- **Maggie Caldwell** in new media/social media for “#Hashtagholiday”

Second-place awards include

- **C.J. Adams** and **Lee Adams** in single piece of artwork – sports for “Itawamba Baseball Poster”
- **C.J. Adams** in photograph for “Playtime”
- **Lee Adams** in sports photograph for “Perfect Placement”
- **Adam Gore** and **C.J. Adams** in television spots for “The Best Start Here: Pernell McPhee”
- **Adam Gore** in radio programs for “The ICC Hour”

Third-place awards include

- **C.J. Adams** and **Donna Thomas** in annual report for “2019 President’s Report”
- **Lee Adams, Donna Thomas, Adam Gore** and **C.J. Adams** in sports media guide for “2019-20 ICC Sports Guide”
- **Adam Gore, Nina Strother, Madison Haley** and **Dr. Melissa Haab** in radio spots for “2019 Thanksgiving Registration Reminder Ad”



- **Maggie Caldwell, Nina Strother, Donna Thomas and C.J. Adams** in public relations campaign for “Summer Orientation 2019”

#### 2020 Mississippi Community College Yearbook Competition

- **The Mirror** won **third place** overall among all Mississippi community colleges. The yearbooks were judged on six categories including cover (third), theme/concept (third), design (third), coverage (second), copy (fourth) and photography (third).

#### 2020 Mississippi Press Association Better Newspaper Contest

- **The Chieftain** won **11 awards**, including first, Best General News Story, **Donna Thomas** and Staff for ‘Surgical Tech;’ second, Best Sports Column, **Madison Haley**; first, Best General Interest Column, **Samantha McNamara**; second, Best Feature Story, **Donna Thomas** and Staff for ‘Juanita Floyd;’ first, Best Feature Story, **Donna Thomas** for ‘Kayla Black;’ first, Best General News Photo, **C.J. Adams** for ‘Surgical Tech;’ third, Best Sports Photo, **Lee Adams** for ‘Daveon Sistrunk;’ second, Best Sports Photo, **Lee Adams** for ‘Octavious Williams;’ second, Best Editorials, **Catherine Morgan** and **Cora Yielding**; first, Best Layout and Design, **Donna Thomas**; third, Best Front Page; and first, General Excellence.

### **Communications – Donna Thomas, Director**

#### Press Releases and Proofing

- Sent approximately **450** news releases to all area media as well as to news outlets covering ICC student honors in addition to proofreading all documents produced as well as drafts of emails.
- Wrote or proofed **450+** press releases for the College and **150+** for athletics, **3,500+** graphics, **100+** marketing campaigns, **three** mass-distributed multi-page publications, **100+** videos, **100+** radio commercials and broadcasts, **30+** event/game scripts and **10+** community and College events.

### **Marketing and Community Engagement – Nina Strother, Director**

#### Marketing

- Video commercial production at an all-time high
- Community Relations created and aired five commercials this year and produced all in-house, setting a new record for video commercials within the department. These were aired as sponsored posts on Facebook, Instagram and YouTube as well as on local TV outlets, including WTVA and WCBI.
- For the first time in the school’s history, ICC’s commercials were aired on HULU.

- Audio from these commercials was aired on local radio stations (Mississippi Radio Group, iHeart, SuperTalk and Cumulus), and another first in ICC's history, Spotify.
- SkillUP comprehensive marketing expanded outreach to new platforms
  - The ICC Community Relations department was charged with marketing this opportunity to increase the number of applicants for the **18** noncredit, short-term career training programs to assist them in becoming gainfully employed. The team created a logo, a concise message and a landing page to be used solely for marketing. Next, a media ad buy strategy was developed. The campaign also included flyers, Web banners, digital billboards, social media posts, newspaper advertising and a press release. Testimonials of success stories were filmed internally and shared via social media.

#### Social Media Efforts Expanded

- The Community Relations department created an @ItawambaCC TikTok page and hosted a launch party with students on March 23, 2021.
- Under **Maggie Caldwell's** direction, the Social Media Ambassadors created four new weekly campaigns.
- ItawambaCC Social Media following and engagement increased (All analytics are measured from March 1, 2019-March 1, 2020 unless otherwise noted.)
  - Twitter followers have increased from 6,138 followers to **6,804**.
  - Facebook followers increased by almost 2,500 from 11,631 followers to **14,033** on March 1, 2021.
  - Instagram followers increased from 7,745 on March 1, 2020 to **8,362** on March 1, 2021.
  - The LinkedIn page followers increased from 6,157 on March 1, 2020 to **6,804** on March 1, 2021.
  - The ItawambaCC YouTube page subscribers increased from 126 on March 1, 2020 to **331** on March 1, 2021.

#### Sports Information and Media Relations – Adam Gore, Director

##### LetsGoICC.com

- LetsGoICC.com drew **4.1** million hits, despite not having a full athletic season.

##### Livestream

- LetsGoICCCTV.com drew **72,329** views, despite not broadcasting a full sports season due to COVID-19's cancelling two of the three highest-drawing sports, baseball and softball.
- Began creating a standalone 24/7 streaming channel that would highlight athletics and institutional events and programs. The channel is currently in the debugging and content-creating processes.

#### Social Media

- The LetsGoICC Twitter account increased by more than **2,000** new followers from 11,900 to **13,100** and drew more than **6.63** million impressions.
- The LetsGoICC main athletic Facebook account increased from 4,487 to **4,852** total followers.
- The LetsGoICC Instagram account increased from 4,779 to **5,812** total followers.
- The LetsGoICC YouTube account added **279** new subscribers (**1,244** total) and received **2.8** million views.

#### Radio/Television/Newspaper Coverage

- Continued ICC's partnership with Tupelo's SuperTalk radio station with sports broadcasts and the ICC Hour. Increased brand recognition by working to schedule Dr. Jay Allen on the SuperTalk's statewide programming on three different occasions.
- Moved the ICC Hour from 9 a.m. to the 1 p.m. timeslot. The show continued to be shared on the overall college's YouTube page.
- Worked closely with **Donna Thomas** to help increase brand awareness through newspaper, radio and television stations in ICC's five-district area by staying in constant contact and providing them with video and soundbites along with requested, specialized and original content before and during the pandemic.

#### Combating COVID-19

- During the pandemic, **Lee Adams** helped create new and engaging content on social media to constantly keep the College's brand in the eyes of the public.
- **Lee Adams** and **Adam Gore** revived "Live with the Tribe" in the early stages of the pandemic. It was a weekly webcast that reunited former teammates and coaches to look back at special moments, memories and teams from the past.

#### Other Accomplishments and Awards

- **Lee Adams, Raphael Henry** and **Adam Gore** combined to win nine CPRAM awards in sports information and media relation categories, including four first-place awards.
- **Adam Gore** was named one of the Daily Journal's **Top 40 Under 40** for the third-straight year.
- **Lee Adams** received a 2021 Meritorious Achievement award.

- Despite not having a full athletic season due to COVID, the LetsGoICC brand increased in followers on social media and subscribers on YouTube and was on pace to eclipse last year's all-time high numbers in viewers and views on LetsGoICCTV and each social media platform.

## **ECONOMIC and COMMUNITY SERVICES – Dr. Joe Lowder, Dean**

The Division of Economic and Community Services' overall impact cumulatively provided direct instruction to **4,626** individuals, which includes **25,136** hours of direct instruction. DECS served **163** companies and **89** childcare centers and received **\$5,612,230** in reoccurring and new grant money in 2020-21. The division hired a new marketing assistant to produce success stories.

### **Adult Education – Julia Houston, Director**

While overall enrollment was down due to COVID-19, retention and educational gains improved in adult education. The department served **582** students.

New online tools combined with a dedicated staff who quickly learned new software programs and ways to connect with students through distance learning led to an average of **51** hours to an educational gain compared to **97** hours last year, a **47 percent** decrease in the time to an EFL gain, a major accomplishment in efficiency.

Also, **294** out of **297** students were enrolled in **12+** hours and assessed by March FY21, reflecting a **98 percent** retention rate. Measurable Skill Gains (TABE Gains and HSE Completion Gains combined) were **159** this year compared to 62 from FY20, a **156 percent** increase. Online learning had a **323.5 percent** increase in distance learning hours logged for this year over last.

### **Continuing Education and Community Services/Conference Center – Debi Martin, Director**

The Belden Conference Center provided for more than **140** events, meetings, classes, conferences and other community events with more than **2,700** people in attendance. The revenue generated was **\$59,038.23**, with **\$34,802.20** for room rental fees and **\$24,236.03** for the cost/sharing quarterly billing with the College's WIN Center partners Mississippi Department of Employment Security, Mississippi Department of Human Services, Mississippi Department of Rehabilitation Services, Three Rivers Planning and Development District and National Caucus and Center on Black Aging, Inc.

The department has assisted several local and state agencies and organizations, such as Regional Education Service Agency, Pontotoc School District and Federal Programs Committee, North Mississippi Education Consortium and

Community Development Foundation by allowing them to use ICC's facility for meetings and events they were unable to host at their own facilities due to the seating restrictions and regulations due to COVID-19.

Continuing Education has generated **\$25,922** and served **961** people by providing training classes to **83** people and processing of **878** CEUs for **\$17,472**.

### **Early Childhood Academy**

ECA served **89** childcare centers in the five-county area during October 2019 to September 2020. ECA staff participated in **15** different required professional development opportunities, including Coaching Certification, LETRS Certification and Heart of Healing Certification. One coach completed CLASS Certification for Infant and Toddler and Preschool Recertification.

The ICC/ECA Resource and Referral Center served **1,133** visitors (third in the state) and planned **21** engagement events:

- Assisted families in finding childcare settings to meet their individual needs.
- Hosted training workshops for families and childcare providers.
- Referred families and childcare providers to various community agencies.
- Provided onsite technical assistance for directors and classroom teachers.
- Offered a lending library (games, toys, books and instructional materials).
- During COVID closures, visitors accessed items curbside or attended virtual sessions.
- ICC provided **1,231** coaching and support activities, outranking all ECAs in the state.
- ICC ECA Staff offered **40** Professional Development Sessions with **194** participants.

### **Mississippi Manufacturers Association-Manufacturing Extension Partnership Center**

The National Institute of Standards and Technology grant money for the operation of the MMA-MEP Center at ICC is **\$100,000** annually. Based on the last four MMA-MEP Mississippi quarterly survey reports, workforce training projects for 15 manufacturing companies were reported through the ICC MMA-MEP Center.

- **\$1,300,000** investment in plant equipment
- **\$276,500** investment in information systems
- **\$1,539,822** investment in workforce practices or employees
- **\$1,894,905** in cost savings/avoid unnecessary investments
- **\$1,410,000** in increase in sales

- **\$102,033,000** in retained sales
- **130** manufacturing jobs were created.
- Grants Awarded = **\$1,675,764.89**
- Total Workforce Revenue= **\$378,422.35**

#### **WIOA/WIN Job Centers– Brad Gates, Director**

Job Centers adjusted to new COVID protocols and rearranged offices to serve clients by appointments. The WIOA staff hosted the first-ever virtual job fair through Handshake career services platform for the CAMT program, where students and employers connected via video for interviews.

#### **Workforce Training – Tzer Nan Waters, Director**

Workforce Development and Training - Developed **five** new Career Pathways, increasing workforce training programs from 14 to **19**, or **36 percent**. These programs include Electrician Assistant, Introduction to Industrial Maintenance, Certified Medical Assistant, Medical Administrative Assistant and Quality Improvement Associate. ICC's workforce team launched seven new online training courses in the online Workforce Canvas Catalog.

Due to the CARES tuition voucher program, ICC increased students in an ICC Career Pathway program from 163 in Fall 2019 to **331** in Fall 2020, over **103 percent** increase. Additionally, due to the demand for training program options, ICC increased Workforce pathways classes offered from 26 in the fall of 2019 to **49** in the fall of 2020, an **88 percent** increase.

#### **ENROLLMENT SERVICES – Dr. Melissa Haab, Dean**

- Implemented Online Orientation as a result of the COVID pandemic (**1,737** students registered).
- Increase in enrollment for Fall 2020 (Tenth Day preliminary headcount: Increase of **1.6 percent** in headcount and **1.4 percent** in credit hours – fall-to-fall – per MCCB).

##### Social Media for Recruiting

- Created a comprehensive social media calendar for the GO2ICC Instagram account.

##### Staffing, Tours and Communications

- Added the option at [tours.iccms.edu](https://tours.iccms.edu) for prospective students to tour the Belden Center.
- Elected officers for the Indian Delegation (campus presidents and vice presidents and social media position).

- Printed rack cards for recruitment (Academic, Online, Health Sciences, Career Programs).
- Developed CRM messages for adult learners (C2C, Adult Education and other nontraditional students).
- Developed CRM email, postcard and text messages to traditional (high school juniors and seniors) students.
- Implemented virtual campus tours during the pandemic.
- Created an Adult Learner Lookbook.

#### **Admissions and Registrar – Dr. Bobby Solomon, Director**

- Developed and submitted two Change of Academic Instruction plans to the Student and Exchange Visitor Program outlining the College's response to the COVID-19 pandemic and academic instruction for international students.
- Developed a flyer with a QR Code to provide students direct access to the online graduation application. Flyers were posted in residence halls, common areas on the Fulton and Tupelo campuses and Belden Center and circulated among academic advisers to encourage students to apply for graduation and participate in commencement.
- Recommended five proposals to Cabinet for ICC's governing board to approve policies to streamline the admissions process to admit students to the College
- Recommended a proposal to Cabinet for ICC's governing board to approve a policy to award a deceased student a degree posthumously
- No findings for MCCB Admissions audits for Spring and Summer 2020

#### **Advising and Tupelo Campus – Mande Miller, Director**

- Counselors served approximately **1,500** individuals through utilizing eadviser@iccms.edu. Most of these individuals had questions concerning advising, registration, curriculum and earning their AA or AAS degree.
- All students are assigned an academic adviser, and **75 percent** of ICC's student population seek advisement from him/her to plan courses and register each semester during the designated period. Students register for approximately 80 percent of planned courses.
- Advising Center coordinated visits with senior college transfer counselors to aid in the transition.
- Offered a professional development opportunity through ZOOM to update all advisers regarding curriculum changes, academic resources, transfer information and graduation requirements
- **375** change of major forms processed through the Advising Center.
- Currently working on a proposal to revive the Career Center

#### **Financial Aid – Terry Bland, Director**

- In February 2020, under the auspices of the Student Experience Subcommittee (chaired by **Terry Bland**) of the Strategic Enrollment Management Committee, ICC's Financial Aid office launched the "upload documents" option (internally referred to as the "document repository") within myTribe to allow students to submit documents to the Financial Aid office through a secure, online method without having to visit in person. As a result of this upload method built by Steven West, the office has received **5,602** documents electronically and securely for processing.
- Also, under the Student Experience Subcommittee, the Financial Aid office began building the Scholarship Portal to further streamline the delivery of scholarship offerings to the Financial Aid office and improve the level of communication regarding those offerings between all parties involved. It was officially launched in 2021.

#### **FINANCE – Sandi South, Executive Director**

- Refunded **2,358** students CARES Act funds totaling **\$2,209,622**.
- Completed quarterly reports for CARES Act Institutional Portion.
- Partnered with the Financial Aid Director to complete and submit HEERF CARES Act Annual Report through the U.S. Department of Education portal.
- Requested reimbursement for H.B. 1793 Governor's CARES Act Funds through the Mississippi Department of Finance and Administration portal totaling **\$1,030,926**.
- The Tupelo Business office moved into the new Academic and Student Center in June, 2020.
- Completed the Mississippi Budget Request report.

#### **Bookstore – Billy Humphries, Manager**

- The Tupelo Bookstore moved into its new location, Academic and Student Center, in March, 2020.
- The Grounds opened its second location in the Tupelo Bookstore on September 14, 2020.
- Both Bookstore websites were upgraded to make shopping more mobile friendly to reach more students during the COVID pandemic.
- Both Bookstores provided curbside, contactless pickup for students during the pandemic.

#### **Telecommunications and Information Services – Allen Coleman, Director**

- Designed and began installation of comprehensive outdoor Wi-Fi system, which included network infrastructure upgrades. The system is planned to be online by summer 2021.



- Completed internet circuit upgrade to join CSpire's MissiON network, along with all Mississippi community colleges, allowing faster, more reliable and more cost-effective internet access.
- Completed Citrix implementation for all employees with secure remote access, including the merging of scalable, multiuser and student desktop environments. Began rollout of Citrix with thin clients to replace staff computers and lab workstations.
- Worked with the Community Relations department to redesign the ICC homepage. Built a new custom Web framework theme to be used for content and structure of new design with HTML, CSS and LESS, allowing complete control of responsive Web designs compilation.
- Created a new institutional activity scholarship system to streamline the selection of recipients by departments offering scholarships and awarding of funds in financial aid.
- Modified course listings in several systems to allow display of new delivery methods due to the COVID-19 pandemic.

## **HUMAN RESOURCES AND ADMINISTRATION – Tim Senter, Executive Director**

### **Development and Planning – Thomas Bonds, Director**

- Completed the following projects: 1) Reroofed the Academic Building (Fulton Campus), Natural Science Building (Fulton Campus) and four faculty homes. 2) Renovated three classrooms in the Crubaugh Technical Education Building for the use of Supportive Services, Student Support and Honors College, in addition to renovating four Residence Hall directors' apartments. 3) Completed the opening of the Academic and Student Center (Tupelo Campus) including relocating the Bookstore, Dining Hall, Financial Aid office, Business office, Admissions and multiple instructors' offices.
- Renovated the former bank building into a soccer complex for both the men's and women's teams. It includes dressing rooms, showers, storage areas, training room, meeting room and a laundry area.
- Completed **3,436** work orders, extending over all College locations.
- Installed landscaping at the Band Hall/Safe Shelter (Fulton Campus) and the Academic and Student Center (Tupelo Campus).
- Created an inventory management process for the Housekeeping department.
- Supported the College's COVID-19 preventative initiative by: 1) Installing additional equipment for Instructional Services and Career and Technical Education Division. 2) Installed various items throughout the College to include plexiglass shields, social distancing floor signs, bottle fillers, hand sanitizer stations, etc. 3) Renovated a faculty house to serve as a COVID-19 testing lab.

- Led the College in providing a safe environment for employees, students and community members by ensuring College facilities were sanitized properly to mitigate the spread of COVID-19. Additionally, recommended and purchased the necessary sanitation materials for the various College departments to use during their normal operations.
- Mississippi Department of Transportation Grant
  - Up to **\$1.1 million** has been granted in an 80/20 match by the College and the City of Fulton.
  - The College will use the funds to install a new sidewalk that will begin at Robbins Street and follow along West Main Street, ending at the Access Road. The sidewalk will also branch off and extend from Main Street along Stadium Drive and end at the Access Road. Both end points will connect the Waterway walking track to downtown Fulton, while providing new walkways on the Fulton Campus. Additionally, new lighting will be installed along the sidewalk.

#### **Human Resources – Tim Senter**

- Created and provided guidelines for COVID-19 tracking and tracing, including serving as the primary office for all employees to report COVID-19-related matters.
- Contracted with Trust Care Health to create an onsite COVID-19 testing lab used for employee and student COVID-19 testing.
- Transitioned hourly, non-exempt employees to a salaried, non-exempt classification for streamlining holiday benefits for employees, lowering the administrative burden and providing a more consistent expectation of payroll expense for the fiscal year.
- Issued an RFP for a Benefits Plan Administrator, selecting American Fidelity as the successful vendor to handle all cafeteria plan benefits.

#### **Print Shop – John Bowen, Manager**

- Worked with the United States Postal Service to satisfy requirements to be able to provide mass printing and mailing opportunities within the Printing department, as used with the Recruiting office to bulk mail recruiting material to students.
- Improved the efficiency of services by converting a portion of the print shop into a workroom for silkscreen printing. Items installed included a washout booth, screen cleaning washer and drying cabinet and a screen exposure unit. All functions of screen printing are now able to be housed within the Printing department.
- Worked with the Bookstore to provide a portion of its merchandise, which provides a savings to the College eliminating contracts with outside vendors.

- Screen printed more than **8,000** garments for various College departments, which provides a cost savings and an advertising/publicity opportunity for the College.

**Transportation – Kevin Turner, Director**

- Purchased two new vehicles for the College's general fleet.
- Purchased one new vehicle for the Campus Police department.
- Maintained more than **80** vehicles to provide safe traveling conditions.
- The Transportation department conserved approximately **40 percent** of its non-personnel budget for FY 2020.

## INSTRUCTIONAL SERVICES – Dr. Michelle Sumerel, Vice President

### Ensuring Continuity of Instruction during COVID-19 Pandemic

- Facilitated a rapid transition to online instruction. In Spring 2020, the College was forced to transition all instruction online with little notice, and all instructional areas received immediate training and access to ZOOM. Retention and success rates for Spring 2020 show that students were not negatively affected by this sudden transition, which is credit to all faculty and eLearning support staff who ensured that the transition was rapid and of high quality.
- Implemented a new remote proctoring solution, Honorlock, which was available to online and traditional students and allows students to test 24/7. This initiative was vital to continue proctored testing for online students during COVID-19 closures and quarantines and was also needed to facilitate hybrid courses that were created to ensure social distancing at all three locations. Expanded the use of RegisterBlast to create an appointment system for scheduling.
- Created two new instructional methods that allowed traditional students to return to the classroom in Fall 2020 and Spring 2021 while following social distancing guidelines. Face-to-face hybrid (F2FH) classes followed a split hybrid model with required online assignments, and face-to-face ZOOM (F2FZ) classes followed a split hybrid model with required livestream attendance via ZOOM. Face-to-face only (F2FO) classes were offered for certain courses when large classrooms or small enrollment numbers could be secured and meet social distancing guidelines.
- Built and delivered “Safely Together” COVID-19 safety protocol courses in Canvas, and completion of this training was required of all students and faculty.
- Instructional Support Services: Continuity of instruction was a top priority at ICC for students required to quarantine for COVID-19 related reasons. While in quarantine, students received weekly communication from Instructional Support Services Coordinator **Rachel Steele**. Each student was individually asked about technology and internet access while in quarantine. Students with insufficient technology resources were connected with appropriate resources. The ICC Library loaned laptops, the Foundation Office offered student relief funds for internet access and long-term technology needs, and faculty accommodated individual academic needs on a case-by-case basis.
- Accuplacer exams and help sessions in the proctoring labs. To maintain distancing and cleaning protocols, this tool was helpful to create a scheduling system.

### Facilitating Instruction through Use of CARES Act Funds

- Used CARES Act funds to purchase various devices to facilitate remote teaching and learning during the COVID-19 pandemic. Examples of devices purchased and distributed to faculty and administrators include **130** Meeting Owl Pro

360-degree camera, mic and speaker devices; **38** Swivl auto-tracking devices; **40** webcams; **10** iPads; and **four** smart TV carts.

- HonorLock was added through CARES Act funds as a remote proctoring option, and students were not charged for using this service.
- Successfully purchased and installed equipment for Health Science programs using CARES Act funds totaling **\$1,445,287**. Items included patient simulation manikins, trainers, hospital beds, digital x-ray equipment, ventilators, medical sonography instruments and an ambulance simulator.
- Successfully purchased and installed equipment for Career Education programs using CARES Act funds totaling **\$3,445,875.83**.

### **Developing New Programs**

- Successfully started the **Robotics and Automation Control Technology** program with **15** students in first cohort.
- Developed and received local and MCCB approval for a new program in Construction Management Technology.
- Partnered with the Mississippi Highway Patrol to create the MHP Preferred Candidate program, which is generating enrollment interest in the Criminal Justice Technology program.

### **Enhancing Student Experience**

- Revised LLS 1152, College Life course, to reflect a continuation of Freshman Orientation as a true “first experience course” for all incoming freshmen. Historical data, strategic enrollment gaps and college-wide surveys revealed a need for course revision. The updated course is slated for enrollment to begin during the August 2021 Intersession term, and it will be a requirement for all students during their first semester at ICC.
- Partnered with other departments to develop a dual credit handbook and dual credit portal that will be in use beginning Summer 2021. A goal of the dual credit and dual enrollment handbook is to provide a comprehensive guide for Itawamba Community College and its district high school partners to utilize as a resource for serving student enrollments. Likewise, the dual credit portal will enable high school counselor access for the monitoring of each student account for incomplete documentation that may delay the registration process.
- Revised the Academic Honesty Policy and created an Academic Honesty Seminar in Canvas for students who accrue two or more violations. All faculty received professional development training on the new policy and procedures.

### **Academic Instruction— Dr. Michelle Sumerel**

- **Five \$500** scholarships were awarded to STEM majors through NASA Mississippi Space Grant Consortium funds.

- ICC Films received a **\$5,000** grant from the Mississippi Hills National Heritage Area to produce phase 2 of the North Mississippi Rural Legal Services (NMRLS) Oral History Project. NMRLS has provided free legal services for 53 years.
  - The purpose of the grant is to record the stories of the employees, the clients and the community leaders relating to the important legal work NMRLS has provided to North Mississippi for over half a century.
  - Phase 1 of the project began in 2019 when former ICC film students worked with current ICC students to interview **19** individuals and edit their videos for archival purposes. Next, the students created a 20-minute highlight video of the interviews.
  - Phase 2 of the project began in 2020, and students have continued to interview individuals (via ZOOM) as well as edit the new videos. In September, they produced a 20-minute video about the role of women at NMRLS, and currently, they are working on creating an hour-long video about NMRLS in general.
  - All completed videos will be archived on the website for NMRLS and at the University of Mississippi Library.
  - ICC Films used the grant money to purchase two new editing laptops, lighting and sound equipment for the program.
- Implementation of Dual Credit Handbook and Portal: As a continued effort to improve the process of dual credit and dual enrollment registration, a dual credit handbook and dual credit portal will be in use beginning Summer 2021. The goal of the dual credit and dual enrollment handbook is to provide a comprehensive guide for Itawamba Community College and its district high school partners to utilize as a resource for serving student enrollments. Likewise, the dual credit portal will enable high school counselor access for the monitoring of each student account for incomplete documentation that may delay the registration process.

#### **Career and Technical Instruction – Barry Emison, Dean**

- Successfully launched the new Robotics and Automation Control Technology program with **15** students in first cohort.
- Developed and received local, MCCB and SACSCOC approval for a new program in Construction Management Technology.
- Finalized a **\$250,000** grant from the Governor's Reserve WIOA Fund to purchase and install Yaskawa Robots for Industrial Maintenance and Electrical Technology programs.

- Finalized a **\$252,450** grant from Three Rivers Planning and Development District and the Appalachian Regional Commission to purchase and install two automated trainers for the Industrial Maintenance, Electrical and Robotics programs.
- Received a **\$3,000** grant from TVA to provide STEM-related activities/camps.
- Received a **\$2,500** grant from CREATE/Toyota Wellspring Fund to assist with the TEK2GO Manufacturing camp.
- Received a **\$35,000** grant from CREATE/Toyota Wellspring Fund to scholarship dual credit students in a partnership with NEMCC.
- Received a **\$12,500** grant from the Gene Haas Foundation for student assistance in the Precision Manufacturing and Machining Technology program.

#### **eLearning Learning Instruction – Denise Gillespie, Dean**

- eLearning demonstrated strong retention and student success metrics.

<u>Retention</u>	<u>Success (greater than C)</u>	<u>Student/Teacher</u>	<u>Ratio</u>	<u>Course Sections</u>
Spring 2020	<b>87.67%</b>	<b>94.49%</b>	19.71:1	356
Summer 2020	<b>87.99%</b>	<b>87.80%</b>	16.75:1	105
Fall 2020	<b>84.24%</b>	<b>87.19%</b>	20.33:1	437

- **Ranked third** in Online Colleges in Mississippi by Onlinedegrees.com.
- Paralegal Program (**Jamie Hall**) – ICC’s Paralegal Technology program was selected as one of the top 10 online paralegal degree programs in the nation by TheBestSchools.com.
- Developed proposal for **MasterClass eLearning**, a 15-week fellowship program designed to teach advanced instructional design. The program will be announced in April 2021, with a full pilot program running throughout Fall 2021. Faculty completers will receive recognition, a stipend and a MasterClass badge on their new designed course.
- A major shift was seen in how proctored tests were delivered in 2020. In previous years, the Tupelo testing lab administered over **8,000** tests in-person, and over **3,500** were given in Fulton. Due to COVID distancing and safety protocols, the labs moved to appointment only with less 35 percent capacity in use at any time.
- **Melanie Francis, Denise Gillespie, Stacey Hughes, Wilson Knight and Tequila Sunrise:** Created the Transitioning to Online Instruction course and helped the traditional faculty transition to online instruction during the spring of 2020 when the college became virtual due to the Coronavirus pandemic shutdown. Implemented the addition of online content into traditional fall 2020 and spring 2021 course sections.
- Established ZOOM Pro accounts for all faculty and administration to facilitate virtual classrooms and meetings.

- Implemented a new remote proctoring solution, HonorLock, which was available to online and traditional students. This initiative was vital to continue proctored testing for online students during COVID closures and quarantines, and was also needed to facilitate hybrid courses that were created to ensure distancing on campus. This initiative was necessary to ensure distancing could be maintained in on-campus labs as well as greatly increase student choice for proctored testing. Students can test using HonorLock 24/7, which increases flexibility for the students.
- Provided training on Meeting OWLS, ZOOM, Canvas Rubrics, Canvas Page Design and Web-Enhanced Instruction
- Integrated Dropout Detective, a student retention and success solution, in Canvas spring 2021. This retention tool is helpful to Supplemental Instruction and Academic Support initiatives. Training was provided for SI and AS staff along with being available to all faculty.
- Designed and coordinated opening of the Tupelo Campus Center for Teaching and Learning (CTL), a creative hub for faculty and staff to create instructional videos, host ZOOM classes, facilitate small group meetings, and participate in instructional design and other professional development workshops.
- Revised the Academic Honesty Policy and created an Academic Honesty Seminar in Canvas for students who accrue two or more violations. All faculty received professional development training on the new policy and procedures.

#### **Health Science Instruction – Rilla Jones, Dean**

- The Associate Degree Nursing program completed the design and construction for an expansion of the simulation lab, which was expanded to eight beds with glass enclosures for line-of-sight observation.
  - The Associate Degree Nursing program received continuing accreditation for eight years.
- The Health Information Technology program received reaccreditation for 10 years.
- The Emergency Medical Services program submitted its self-study for reaccreditation and scheduled the onsite visit for the fall of 2021.
- The Associate Degree Nursing and Health Information Technology programs had **100 percent** board exam pass rate for 2020.
- The Emergency Medical Services program had **100 percent** placement rate for 2020.
- CARES funds were released in August, and all purchases were completed and put in use by December of 2020. The Health Science Division purchased **\$1,445,287** of patient simulation manikins, trainers, hospital beds, digital x-ray equipment, ventilators, medical sonography instruments and an ambulance simulator. The equipment was used to mitigate the loss of clinical access during the 2020 spring semester.



**Institutional Research and Accountability, SACSCOC Liaison, QEP – Liz Edwards, Director**

- Implemented the fourth and final year of the QEP, which included all four QEP courses as originally planned. BIO 1114 began in FA 18, PSY 1513 began in SP 19, SPT 1113 began in FA 19, and ENG 1113 began in SP 20.
- **Liz Edwards** served as a peer evaluator on the 2021 SACSCOC Off-Site Reaffirmation Committee.
- **Liz Edwards** received the Unsung Hero award at the Mississippi Association of Institutional Research annual conference in March 2021. This is the second time **Liz** has been awarded this honor with the last time at the 2013 annual conference.

**Strategic Planning and Institutional Effectiveness – Amy Cappleman, Director**

- **Amy Cappleman** presented a session titled “Insights from a SACSCOC Fifth Year Committee Evaluator” at the March 26-27, 2020 Mississippi Association of Institutional Research (MAIR) virtual annual conference.
- **Amy Cappleman** was elected to serve as the secretary for the Mississippi Association of Community Colleges Council for Institutional Research and Effectiveness (CIRE) for the 2020-21 year.
- **Diann Nichols** graduated from the 2019-20 Mississippi Community College Leadership Academy in May 2020.
- **Diann Nichols** was elected to serve as MAIR Member-at-Large for community colleges for 2020-21.
- **Amy Cappleman** co-presented with colleagues from Alabama a session titled “One Size Does Not Fit All: Multiple Approaches to Evaluating Institutional Assessment Processes” at the 2019 SACSCOC Annual Meeting.

**STUDENT SERVICES – Dr. Brad Boggs, Dean**

- The Archery Club competed in and placed first in a tournament in Wesson.
- Approved the ICC Disc Golf Club in spring 2021
- Opened JUVA inside the Fulton Campus Fitness Center in fall 2020
- Opened the safe shelters at all locations for severe weather.
- Updated the Emergency Procedures for the College.
- Hired full-time Hall Directors for all residence halls.

**COVID-19 Pandemic Response**

- Worked with colleagues and students in developing reopening plans in Housing, Student Activities, Athletics and Student Life for Fall 2020 due to COVID-19.
- Worked with Community Relations to implement necessary signage to aid in COVID-19 management.

- Received and processed all student COVID reports/inquiries – set their timeline to return to a college location.
- Contacted all students identified as COVID close contacts and set their timeline to return to a college location.
- Scheduled appointments for all students who required COVID testing.
- Delivered meals and served as a point of contact for all students who were required to quarantine in designated rooms in our residence halls.
- Monitored and enforced CDC and Mississippi Department of Health Guidelines due to COVID.

#### **Athletics – Carrie Ball-Williamson, Director**

- ICC received the **Halbrook Award in 2020**, which is presented to the single college or university that has shown the greatest increase over the previous year in the percentage of students graduating. ICC, which attained a **100 percent** graduation/completion rate for last year, also won the award in 2013 and 2019.
- Signed the first Women's Volleyball class and successfully completed the first season at the college by advancing to postseason play.
- Due to COVID NJCAA guidelines, all sports were moved to the 2021 spring semester, and ICC was able to successfully complete 10 different sports.
- Mississippi Community College Presidents voted to play football during the 2020 fall semester – ICC successfully completed a shortened schedule

#### **Campus Police – Terry Jones, Chief**

- Campus Police worked with the Physical Plant to redesign pickup and drop-off for the childcare center on the Fulton Campus.
- Campus Police worked with the Physical Plant in placing a traffic calming device on the Fulton Campus for trial purposes.
- Campus Police presented Campus Safety and Emergency Procedures Information to all residence hall students virtually – Fall 2020.
- All three campus locations now have up-to-date radio communications with the state MS-Winn radios which allows officers to communicate with each other and outside law enforcement agencies.

#### **Fitness Center – Michelle Pruitt, Coordinator**

- Successfully incorporated a reservation system to manage capacity limits for all aspects of the Fitness Center.
- October 2020 – Grand Opening of JUVA in the Fitness Center.
- January 2021 – Offered “New Year, New You” promo that brought in new memberships.

- March 2021 – Partnered with Student Activities for ICC’s first “Wellness Week” featuring various activities for students.
- Materials have been ordered for centralized check-in station with expected installation this summer.

#### **Housing – Dr. Chad Case, Director**

- Continued moving toward 100 percent online dormitory applications.
- TIS assisted with implementing an online room violation management system.
- Implemented card readers on every washer and dryer in each residence hall at no cost to the College.
- Implemented full-time Hall Directors August 1, 2020:
  - **Kaitlyn Stanfield** for Monroe and Monroe Annex.
  - **Rodney Williams** for Lee Hall.
  - **Dylan Hart** for Chickasaw Hall.
  - **Bronzen Smith** for Itawamba Hall.
- Assisted with the planning and development of the new residence hall, which is currently under construction on the Fulton Campus.

#### **Student Activities – Jake Hartfield, Director**

##### **Social Media**

- Since July 2018, Student Activities started an Instagram account to better reach the ICC student population. The @GetInvolvedICC account posts upcoming events/programs, intramural sports results, student spotlights and general announcements. As of March 2021, the followers increased to 2,687 compared to the 1,979 recorded from the 2020 President’s Report. This has been very successful in reaching ICC’s student population based on the feedback from the Student Activities surveys from the last two academic years. Social media presence can impact recruitment, retention, student engagement and provide easier access for administrative procedures.

##### **Intramural Sports and Activities**

- Despite COVID-19, Student Activities offered seven intramural sports throughout the 2020-21 academic year, including softball, kickball, dodgeball, indoor volleyball, tennis, disc golf and ping pong. There were approximately 307 participants in intramural sports. The results exceeded 2019-20 where there were approximately 250 participants.

#### Fall 2020 events

- Outdoor Seating Initiative – To encourage social distancing and outdoor seating, Student Activities purchased additional red and blue Adirondack chairs for both the Fulton and Tupelo campuses. This initiative provided more outdoor seating for students and resulted in a more welcoming campus environment.
- Welcome Week – Implemented the third year of “Welcome Week” events. Despite COVID restrictions, ICC provided both in-person and virtual opportunities at all three locations the first week of classes. Activities included Outdoor Movie Night, free donuts on the first day of classes (all locations), free snow cones (Fulton and Tupelo campuses) and virtual bingo.
- Student Involvement Fair – Due to COVID restrictions, Student Activities provided a Virtual Student Involvement Fair through the @getinvolvedICC Instagram account. Each organization was highlighted through a video, which students could view the videos throughout the week via social media.

#### Spring 2021 events

- Welcome Back Celebration Events – For the first day of class in the spring, Student Activities provided a free breakfast option at all three locations.
- Unity Programs – In celebration of Black History Month, Student Activities partnered with both SGA groups from the Fulton and Tupelo campuses to host a Unity program on February 24. The speaker was ICC alumnus **Bishop Alexander**, who currently serves as Director of Alumni Affairs at the University of North Alabama. He shared with the audience the importance of respect, diversity and unity, especially during the difficult times of the COVID-19 pandemic.

#### “In this Together Virtual” 5K

- Since the college closed due to COVID-19 in March 2020, Student Activities partnered with ICC instructors **Jessi Stevenson** and **Dr. Edana Nail** to provide a unique opportunity to stay healthy during quarantine. The “In This Together” Virtual 5K had **234** participants, who received a free t-shirt and medal by completing a 5K by running or walking. Participants were also highlighted through social media and news media.

#### Virtual Opportunities

- To encourage students to get involved despite COVID restrictions, Student Activities provided monthly virtual bingo and trivia events with an average of 30-50 participants for each. Winners received a gift card.

#### The Voice of ICC

- Student Activities and the Student Government Association hosted the second annual The Voice of ICC in the fall semester with **13** contestants and over **20** auditions. Four alumni served as judges. The finale was in Davis Event Center to ensure social distancing.

#### Belden Center Events

- After receiving feedback from faculty at the Belden Center and the Student Activities survey, more active events were offered at the Belden Center. The most successful was Corndogs and Cornhole where free food and prizes were given to cornhole game winners. More than **50** students participated.

#### Health Science Events

- There were appreciation luncheons for the following health science programs during their national appreciation weeks: Surgical Technology, Respiratory Care, Radiologic Technology and Health Information Technology.
- Allied Health Professional Week Breakfast – During Allied Health Professionals Week, all health science students, faculty and staff received free Chick-fil-A breakfasts.

#### Community Service

- Clean-Up Fulton Community Service Opportunity – implemented for the third straight year. Twenty students and staff participated in this opportunity by picking up trash along the Access Road near the Waterway Walkway in Fulton. The students earned one hour of service. An online sign-up form was utilized for better access for students.
- Blood Drives with Vitalant – ICC won the blood drive competition for the second year in a row against Northeast Mississippi Community College, and the winner was announced at the NEMCC football game.

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# ***Itawamba Community College***

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Tonya Vaughn  
Dana Walker

# *Itawamba Community College*

## Strategic Initiatives and Institutional Goals

### **1. ENROLLMENT MANAGEMENT** Page 1

#### **1a. Persistence and Retention**

Itawamba Community College will improve persistence and retention of current students.

#### **1b. Adult Learner Students**

Itawamba Community College will increase non-traditional student enrollment.

### **2. ACCOUNTABILITY** Page 13

#### **2a. Improve student outcomes**

Itawamba Community College will improve student outcomes.

#### **2b. Local workforce and economy**

Itawamba Community College will positively impact the local workforce and economy.

#### **2c. Manage resources wisely**

Itawamba Community College will manage resources wisely.

### **3. CAMPUS SAFETY** Page 27

#### **3a. Safety training**

Itawamba Community College will develop and implement a safety training program for faculty, staff and students.

#### **3b. Safety plan**

Itawamba Community College will develop and implement a comprehensive safety plan.

### **4. TECHNOLOGY** Page 33

#### **4a. Training on and use of technology**

Itawamba Community College will provide quality training of and use of current and relevant technologies.

#### **4b. Maintain adequate technology**

Itawamba Community College will maintain adequate technology infrastructure, hardware, cabling and network equipment.



# 2016-2021 Strategic Plan



# ENROLLMENT MANAGEMENT

## 1a. Persistence and Retention

## 1b. Adult Learner Students

In Support of Attainment of Goals

### Alumni and Foundation – Michael Upton, Director

- Established **11** new scholarships.
- Awarded **88** scholarships for Fall 2020 and Spring 2021 semesters with a value of **\$91,667** in support for students.
- Awarded **\$17,355** in direct financial assistance to **107** students through the Student Relief Fund to assist with continued enrollment.
- Provided additional support services for scholarship winners.
- Provide **six** adult learner student scholarships.
  - **Three** endowed
  - **Three** annual

### ECONOMIC AND COMMUNITY SERVICES – Dr. Joe Lowder, Dean

#### Adult Education – Julia Houston, Director

- Total students served by March FY21 – 582.
- Students served **12+** hours and assessed by March FY21 is 294, a 140 percent increase above 122 served 12+ hours and assessed by the end of June FY20.
- Total attendance hours **14,968** = average of **51** hours to educational gain by March FY21 compared to 97 in FY20, a **47 percent** decrease in the amount of time to EFL gain in FY21.
- **58** high school equivalency completions in **59** periods of participation by March FY21 indicates only one student left to re-enroll and complete a credential.

- Of **294** students served **12+** hours and assessed by March FY21, **297** periods of participation spent, indicating only three students left the program and returned to re-enroll, a **98 percent** retention rate with students.
- **Forty percent** more students have post-tested to March FY21 than the end of year FY20, leading to higher student academic levels, credential attainments and opportunity for entry into postsecondary education and training.
- **150 percent** increase in distance learners in FY21 over FY20 with **323.5 percent** increase in distance learning hours logged for FY21 over FY20.

### **ENROLLMENT SERVICES – Dr. Melissa Haab, Dean**

- Increase in enrollment for Fall 2020 (Tenth Day preliminary headcount: Increase of 1.6 percent in headcount and 1.4 percent in credit hours – fall-to-fall – per MCCB).

#### **Social Media for Recruiting**

- Created a comprehensive social media calendar for the GO2ICC Instagram account.

#### **Staffing, Tours and Communications**

- Added the option at [tours.iccms.edu](https://tours.iccms.edu) for prospective students to tour the Belden Center.
- Elected officers for the Indian Delegation (president and vice president for Tupelo and for Fulton, as well as a social media position).
- Printed rack cards for recruitment (Academic, Online, Health Sciences, Career Programs).
- Developed CRM messages for adult learners (C2C, Adult Education and other nontraditional students).
- Developed CRM email, postcard and text messages to traditional (high school juniors and seniors) students.
- Implemented virtual campus tours during the pandemic.
- Created an Adult Learner Lookbook.

#### **Advising and Tupelo Campus – Mande Miller, Director**

- Attended NACADA.

#### **Financial Aid – Terry Bland, Director**

- Terry Bland served as a Director for the Mississippi Association of Student Financial Aid Administrators (MASFAA) and as Northern Representative for the Veterans Affairs Administrators of Mississippi (VAAMS).
- Mandy Walker, Financial Aid Assistant and supervisor for Veterans Affairs, served as Treasurer for the Veterans Affairs Administrators of Mississippi (VAAMS).
- With year-round Pell and the opening of the Free Application for Federal Student Aid (FAFSA) each year on October 1, the office processed multiple academic years at any given point: 2019-20, 2020-21 and 2021-22.
  - Processed **12,189** FAFSAs for 2019-20 and **9,738** FAFSAs for 2020-21 AYTD.
  - Processed **3,792** scholarship applications
    - County Tuition: **1,329**
    - Institutional Scholarships: **1,697**
    - Adult Learner: **735**
    - Transfer Scholarships: **31**
  - Processed **195** enrollment certifications in VA-Once for ICC's Veterans/Service members.
    - Spring 2020: **85**
    - Summer 2020: **15**
    - Fall 2020: **95**

## **HUMAN RESOURCES AND ADMINISTRATION – Tim Senter, Executive Director**

### **Human Resources – Tim Senter**

- Created and provided guidelines for COVID-19 tracking and tracing, including serving as the primary office for all employees to report COVID-19-related matters.
- Contracted with Trust Care Health to create an onsite COVID-19 testing lab used for employee and student COVID-19 testing.

### **Print Shop – John Bowen, Manager**

- Worked with the United States Postal Service to satisfy requirements to be able to provide mass printing and mailing opportunities within the Printing department, as used with the Recruiting office to bulk mail recruiting material to students.

## **INSTRUCTIONAL SERVICES – Dr. Michelle Sumerel, Vice President**

- Created two new instructional methods that allowed traditional students to return to the classroom in Fall 2020 and Spring 2021 while following social distancing guidelines. Face-to-face hybrid (F2FH) classes followed a split hybrid model with required online assignments, and face-to-face ZOOM (F2FZ) classes followed a split hybrid model with required livestream attendance via ZOOM. Face-to-face only (F2FO) classes were offered for certain courses when large classrooms or small enrollment numbers could be secured and meet social distancing guidelines.

### **Academic Division, Business Administration – Dr. Edana Nail, Division Chair**

- Business Administration reviewed retention data in upper level business/accounting courses and implemented supplements to teaching and resources to enhance student learning, success and retention in the courses.
- Business Administration is directly related to the research and potential implementation of a college-wide career center available to all students to enhance accurate major classification, class placement, and potential internship opportunities, networking and job placement.
- The Business Administration division maintains increasing enrollment and classification of business majors at the college. The division will directly participate with classified business majors at all orientation sessions.
- The Business Administration followed the college in the implementation and usage of technological resources during the COVID-19 pandemic to enhance teaching capabilities and foster student learning. These implementations have been and will continue to be utilized throughout future semesters.

### **Academic Division, Computer Science – Bradley Howard, Division Chair**

- **Bradley Howard** is serving on the Computer Science Strategic Planning committee for the state of Mississippi, which is creating a 10-year strategic plan for Computer Science to be integrated into K-12 in Mississippi.
- The Computer Club has actively pursued ICC students to become more engaged in the Computer Science department. Representatives from the University of Mississippi's Engineering department, Mississippi State University's Engineering department and the University of Mississippi Medical Center's Health Information Systems programs have met with the club either in-person or virtually to discuss their departments. As its Fall 2020-Spring 2021 community service project, the ICC Computer Club accepted donations of laptop and tablet devices, restored or repaired the devices and donated the devices to ICC students in need. **Bradley Howard** also hosted a ZOOM Q&A conference with the Computer Club in Fall 2020 discussing careers in Computer Science, Computer Engineering and Computer Information Systems.

- The Computer Science department distributed flyers created by the department to all CSC 1113 Computer Concepts students to enhance enrollment in CSC 1123 Computer Applications.
- **Bradley Howard** attended ZOOM's Connect with Confidence web-seminar (two one-hour sessions) covering ways to enhance presenting material with ZOOM.

#### **Academic Division, Mathematics – Heather McCormick, Division Chair**

- **Heather McCormick** served as the Honors College Associate Director and PTK Adviser.
- The Mathematics Division is working with Institutional Effectiveness on the IDEA grant initiative to examine and reduce equity gaps.
- The Mathematics Division worked with Supplemental Instruction to develop SI sessions for Calculus I.
- The Mathematics Division attended a seminar about engagement for students through ZOOM.
- **Chris Cox** completed his doctoral degree with a dissertation focus on developmental mathematics.
- **Rob Francis** piloted Supplemental Instruction in MAT 0124.
- **Heather McCormick** developed practice tests for a new Statistics book.
- **Chris Cox** provided EDU 1613 students opportunities to teach in the class to gain real life experiences and served as sponsor of the Educators Rising Club.
- **Rob Francis** piloted Supplemental Instruction in MAT 0124.
- **Bridgett Cash** implemented new ebook and resources in MAT 1723 and reorganized review sections in MAT 1314 to better help the students.
- **Dori Richardson** created and posted video lectures for Business Calculus I and Calculus I in CANVAS. This provides athletes, PTK, Indian Delegation and any other students who must miss class an avenue to watch the same lecture online that they miss in class.

#### **Academic Division, Natural Science – Dr. Jada Mills, Division Chair**

- **Dr. Jada Mills** serves as NASA Mississippi Space Grant Consortium campus coordinator, QEP Course Contact for BIO 1114 Principles of Biology I and as the Barry Goldwater Scholarship Program Campus Representative. **Beth Campbell, Jason Campbell, Brady Garrett, Dr. Jada Mills, Lindsey Patterson, Nicole Pearce and Dr. Tim Ross** developed Canvas Studio videos to help students during COVID from March through May 2020.
- **Brady Garrett** and **Dr. Chad Roberson** developed an online PHY 2414 and 2424 Canvas shells in preparation for Fall 2020 classes. Online labs were used for social distancing.

- **Dr. Jada Mills** and **Nicole Pearce** developed an online BIO 1144 General Biology II Canvas shell and developed labs using open resource materials
- **Dr. Tim Ross** developed an online course for CHE 2424 and 2434 Organic Chemistry shells for Fall 2020 and Spring 2021 classes. Online labs were used for social distancing.
- **Denise Rakestraw** taught a section of BIO 2924 Microbiology for first year to ADN students to accommodate daytime class schedule and clinicals.
- **Dr. Chad Roberson** attended the SciC2 (Science is Cool) free virtual conference in May 2020.
- **Five \$500** scholarships were awarded to STEM majors through NASA MSGCC funds.
- **Lindsey Patterson** and **Dr. Jada Mills** cosponsor the Science Club.
- Anatomy and Physiology, General Biology, Chemistry and Physics courses utilize Mastering in Pearson. This technology allows students to supplement lecture by accessing multiple study areas and quizzes to learn materials.
- **Michelle Milner** attended Northeast Mississippi Community College's Mobile Learning Conference in June 2020 to learn pedagogical strategies that incorporate technology.
- **Michelle Milner** attended the Adobe MAX-The Creativity Conference to learn how to use Adobe Premiere Pro and Adobe Photoshop in educational settings.

#### **Academic Division, Social Science – Chris Stevenson, Division Chair**

- The Social Science Division sponsored the Humanities Travel Tribe organization.
- **Dr. Bruce Ingram** was awarded the **2021 William Winter Scholar Award**.
- **Tim Clouse** and **Barry Emison**- Criminal Justice program secured access to the Mississippi crash reporting system to teach students first-hand knowledge of the system in use by all Mississippi Law Enforcement agencies and purchased crash reconstruction software and a drone to support learning crash reconstruction.

## STUDENT SERVICES – Dr. Brad Boggs, Dean

### Housing – Dr. Chad Case, Director

- Mental Health Program (October 22, 2020). This event was hosted by all residence hall directors. **Carlie Brown**, who is in the last semester of her master's program and working toward becoming a Clinical Mental Health Therapist, spoke to the students about depression and anxiety since many struggle with this throughout college.
- DUI Seminar (October 30, 2020). Residence hall directors promoted this event together. DUI officers from the Oxford Police Department presented the seminar about the dangers of driving under the influence. Through the use of goggles, students demonstrated how the different levels of drugs and alcohol impair vision.
- Meet the Staff (August 26, 2020). Hosted by Sheffield Hall director **Whitney Crawford**, residents met their Hall Director and Resident Assistants. Students who attended were given a "Save Me" card, which can be used in the event a violation has been issued.
- Corn Hole (September 9, 2020). **Ethan Cruse** partnered with Chickasaw Hall Director **Dylan Hart** for this event, which provided an opportunity for students to compete for a small prize.
- Movie Night (September 24, 2020). All of the residence hall directors promoted this event, which used the campus streaming service, Swank TV, to stream Gemini Man.
- Kan Jam (November 4, 2020). All of the residence hall directors promoted this event. Students could compete in teams of two in the game, which is played with a Frisbee and two "Kans" spread out 50 feet apart.
- Female residence halls hosted a Bible Study about dating on October 22, 2020.
- **Emily Quinn**, the director of ICC's Wesley Foundation, presented information about the world of dating to the residents of Itawamba and Sheffield Halls and Monroe Annex.
- Itawamba Hall Halloween Door Decorating Contest, October 2020. The Director of Itawamba Hall held a decorating contest for the Halloween season. During October, residents planned and decorated their doors, and the best design from each floor won a prize.
- Canned food drive for the holidays – October-November 2020. Residence Hall directors held a canned food drive in each of their facilities to raise as much as possible in donations to give to a local food drive. Expectations were greatly exceeded.
- Monroe Annex Pumpkin Decorating Contest (October 2020). Kaitlyn Stanfield held a pumpkin decorating contest at Monroe Annex to promote a sense of community and creativity. Judging was October 29, 2020.



- Trivia Night (November 10, 2020). **Rodney Williams** of Lee Hall organized this event with all of the residence hall directors. Students from all halls competed against each other using their knowledge of various subjects.
- Game Night – Uno, Spades and Phase 10 were played during this Sheffield Hall event, which provided an opportunity for students to interact and have fun. This event was on September 14, 2020 and was hosted again during the spring semester.
- T is for Thankful (November 8, 2020). **Whitney Crawford** hosted a Thankful Thursday ZOOM event where students wrote down a list of things for which they are thankful.
- Sheffield Hall Halloween Door Decorating Contest (October 2020). Residents had one month to decorate their door to celebrate Halloween. RAs picked the winners of \$10 Wendy's gift cards with assistance from Hall Director **Whitney Crawford**. This event ended on October 31, 2020.
- Vision Board Party (October 15, 2020). Sheffield Hall hosted a vision party where residents were able to manifest their goals and dreams. It will be repeated in the spring semester.
- Corn-Hole (February 10, 2021). **Ethan Cruse** partnered with Chickasaw Hall Director **Dylan Hart** for this event, which provided an opportunity for students to compete for a small prize.
- Monroe Annex Valentine Door Decorating Contest (February 2021). **Kaitlyn Stanfield** held a door decorating contest at Monroe Annex to promote inventiveness. The doors were judged on February 22, 2021.

#### **Student Activities – Jake Hartfield, Director**

##### **Social Media**

- In July 2018, Student Activities started an Instagram account to better reach the ICC student population. The @GetInvolvedICC account posts upcoming events/programs, intramural sports results, student spotlights and general announcements. As of March 2021, the followers increased to **2,687** compared to the 1,979 recorded from the 2020 President's Report. This has been very successful in reaching ICC's student population based on the feedback from the Student Activities surveys from the last two academic years. Social media presence can impact recruitment, retention, student engagement and provide easier access for administrative procedures.

#### Intramural Sports and Activities

- Despite COVID-19, Student Activities offered seven intramural sports throughout the 2020-21 academic year, including softball, kickball, dodgeball, indoor volleyball, tennis, disc golf and ping pong. There were approximately **307** participants in intramural sports.

#### Fall 2020 events

- Outdoor Seating Initiative – To encourage social distancing and outdoor seating, Student Activities purchased additional red and blue Adirondack chairs for both the Fulton and Tupelo campuses. This initiative provided more outdoor seating for students and resulted in a more welcoming campus environment.
- Welcome Week – Implemented the third year of “Welcome Week” events. Despite COVID restrictions, ICC provided both in-person and virtual opportunities at all three locations the first week of classes. Activities included Outdoor Movie Night, free donuts on the first day of classes (all locations), free snow cones (Fulton and Tupelo campuses) and virtual bingo.
- Student Involvement Fair – Due to COVID restrictions, Student Activities provided a Virtual Student Involvement Fair through the @getinvolvedICC Instagram account. Each organization was highlighted through a video, which students could view the videos throughout the week via social media.

#### Spring 2021 events

- Welcome Back Celebration Events – For the first day of class in the spring, Student Activities provided a free breakfast option at all three locations.
- Unity Programs – In celebration of Black History Month, Student Activities partnered with both SGA groups from the Fulton and Tupelo campuses to host a Unity program on February 24. The speaker was ICC alumnus Bishop Alexander, who currently serves as Director of Alumni Affairs at the University of North Alabama. He shared with the audience the importance of respect, diversity and unity, especially during the difficult times of the COVID-19 pandemic.

#### “In this Together Virtual” 5K

- Since the college closed due to COVID-19 in March 2020, Student Activities partnered with ICC instructors **Jessi Stevenson** and **Dr. Edana Nail** to provide a unique opportunity to stay healthy during quarantine. The “In This Together” Virtual 5K had **234** participants, who received a free t-shirt and medal by completing a 5K by running or walking. Participants were also highlighted through social media and news media.

#### Virtual Opportunities

- To encourage students to get involved despite COVID restrictions, Student Activities provided monthly virtual bingo and trivia events with an average of **30-50** participants for each. Winners received a gift card.
- The Voice of ICC-Student Activities and the Student Government Association hosted the second annual The Voice of ICC in the fall semester with **13** contestants and over **20** auditions. **Four** alumni served as judges. The finale was in the Davis Event Center to ensure social distancing.

#### Belden Center Events

- After receiving feedback from faculty at the Belden Center and the Student Activities survey, more active events were offered at the Belden Center. The most successful was Corndogs and Cornhole where free food and prizes were given to cornhole game winners. More than **50** students participated.

#### Health Science Events

- There were appreciation luncheons for the following health science programs during their national appreciation weeks: Surgical Technology, Respiratory Care, Radiologic Technology and Health Information Technology.
- Allied Health Professional Week Breakfast – During Allied Health Professionals Week, all health science students, faculty and staff received free Chick-fil-A breakfasts.

#### Community Service

- Clean-Up Fulton Community Service Opportunity – implemented for the third straight year. **Twenty** students and staff participated in this opportunity by picking up trash along the Access Road near the Waterway Walkway in Fulton. The students earned one hour of service. An online sign-up form was utilized for better access for students.
- Blood Drives with Vitalant – ICC won the blood drive competition for the second year in a row against Northeast Mississippi Community College, and the winner was announced at the NEMCC football game.

## **ACCOUNTABILITY**

### **2a. Improve Student Outcomes**

### **2b. Local Workforce and Economy**

### **2c. Manage Resources Wisely**

In Support of Attainment of Goals

#### **Alumni and Foundation – Michael Upton, Director**

- Partner with local industries to garner financial support for programs that produce future employees.
- Work to manage and receipt in-kind gifts from industry through the Foundation.
- Toyota donation of Mir Hook to the Electrical Technology program.
- Fundraising efforts to provide future financial support to students and the College.
- Work to ensure growth of endowment through new gifts as well as ensuring invested endowment funds are growing at a proper rate.
- Reviewed all existing Foundation accounts to identify and utilize all dormant and lapsed accounts to the value of **\$95,000**.
- Will lead to four new endowed scholarships and three new endowed support funds.
- Will lead to seven new annual scholarships and one annual support fund.
- Met with donors of existing endowed scholarships to better utilize their endowed funds for student support.

#### **COMMUNITY RELATIONS – Tyler Camp, Chief of Staff and Special Assistant to the President**

##### **Communications – Donna Thomas, Director**

Press Releases and Proofing

- Sent approximately **450** news releases to all area media as well as to news outlets covering ICC student honors in addition to proofreading all documents produced as well as drafts of emails.

- Wrote or proofed **450+** press releases for the College and **150+** for athletics, **3,500+** graphics, **100+** marketing campaigns, **three** mass-distributed multi-page publications, **100+** videos, **100+** radio commercials and broadcasts, **30+** event/game scripts and **10+** community and College events.
- **Donna Thomas** serves as:
  - Treasurer and member of the scholarship committee of the College Public Relations Association of Mississippi.
  - Secretary of the Itawamba Community College Alumni Association.
  - Faculty sponsor for the Chieftain, supervises a staff of six and publishes **six** online editions as well as a summer issue.
  - Member of the Public Relations Association of Mississippi – Northeast Mississippi Chapter.

### **Marketing and Community Engagement – Nina Strother, Director**

#### Marketing

- Video commercial production at an all-time high
- Community Relations created and aired five commercials this year and produced all in-house, setting a new record for video commercials within the department. These were aired as sponsored posts on Facebook, Instagram and YouTube as well as on local TV outlets, including WTVA and WCBI.
- For the first time in the school's history, ICC's commercials were aired on HULU.
- Audio from these commercials was aired on local radio stations (Mississippi Radio Group, iHeart, SuperTalk and Cumulus), and another first in ICC's history, Spotify.
- SkillUP comprehensive marketing expanded outreach to new platforms
  - The ICC Community Relations department was charged with marketing this opportunity to increase the number of applicants for the **18** noncredit, short-term career training programs to assist them in becoming gainfully employed. The team created a logo, a concise message and a landing page to be used solely for marketing. Next, a media ad buy strategy was developed. The campaign also included flyers, Web banners, digital billboards, social media posts, newspaper advertising and a press release. Testimonials of success stories were filmed internally and shared via social media.

#### Social Media efforts expanded

- The Community Relations department created an @ItawambaCC TikTok page and hosted a launch party with students on March 23, 2021.

- Under **Maggie Caldwell's** direction, the Social Media Ambassadors created four new weekly campaigns.
- ItawambaCC Social Media following and engagement increases (All analytics are measured from March 1, 2019-March 1, 2020 unless otherwise noted.)
  - Twitter followers have increased from 6,138 followers to **6,804**.
  - Facebook followers increased by almost **2,500** from 11,631 followers to **14,033** on March 1, 2021.
  - Instagram followers increased from 7,745 March 1, 2020 to **8,362** on March 1, 2021.
  - The LinkedIn page followers increased from 6,157 on March 1, 2020 to **6,804** on March 1, 2021.
  - The ItawambaCC YouTube page subscribers increased from 126 on March 1, 2020 to **331** on March 1, 2021.

## **ECONOMIC AND COMMUNITY SERVICES – Dr. Joe Lowder, Dean**

### **Adult Education – Julia Houston, Director**

- Measurable skill gains (TABE Gains and HSE Completion Gains combined) FY21 is **159** compared to 62 from FY20, a **156 percent** increase above FY20.
- FY21 through March HSE Completions through Assessment Center: total **84**
  - **34** GED®
  - **50** HiSET®
- Total HSE Completions in FY21: Reflects **27 percent** decrease in overall completions from FY20
- Total GED® Completions in FY21: Reflects **60 percent** decrease from FY20
- Total HiSET® Completions in FY21: Reflects **72 percent** increase from FY20
  - The decrease in GED® completions and increase in HiSET® completions are due to both instructors and students becoming more familiar and comfortable with the HiSET® assessment, as well as the program's purchase of new software for the students to use in online preparation for the HiSET® exam. ICC accesses only GED® exam material for online learners, and with the COVID-19 pandemic, more educational resources became available for ICC to purchase for students to have more options and choice of exams.
- HSE Students Enrolled for ICC Credit Programs
  - **177** ICC students with an HSE credential Spring 2020

- **61** ICC students with an HSE credential Summer 2020
  - **180** ICC students with an HSE credential Fall 2020
  - **159** ICC students with an HSE credential Spring 2021
- FY21, the program served **171** students between the ages of 25 and 44, a **16 percent** increase above the 147 served in that age range FY20.
- FY21, the program served **132** students between the ages of 19 and 24, a **17 percent** increase above the 112 served in that age range FY20.
- ABE Grants
  - Adult Education Federal Grants: **\$603,851** – Funding for adults not enrolled in secondary school to advance skills in areas such as reading, writing, math, science and graphic literacy and to seek attainment of the Mississippi High School Equivalency Credential to enroll in postsecondary education or training and to seek self-sustaining wage employment.
  - Adult Education EL Civics Federal Grant: **\$48,436** – Funding for adults not enrolled in secondary school to build English speaking, reading, writing and listening skills, as well as learn valuable citizenship skills and other basic living skills to help non-native English speakers improve their work and home lives through improving English language skills.
  - Basic Skills WET Fund Project: **\$56,000** – Funding for adult education instructional resources in coordination with the Adult Education grant.
  - Dropout Recovery: **\$234,933** – Funding to offer supportive services to Adult Education learners not covered by other grant and project funds and may be used for student needs, such as program tuition, books and supplies not covered by other programs or funding, transportation assistance such as transit tickets for travel to and from classes, daily lunches, commencement expenses, recruiting and promotional items for programs and students, GED® and HiSET® testing fees, practice test fees to assist with ensuring their success in transitioning from Adult Education into postsecondary education and training.
  - MiBEST: **\$124,930** – Funds are provided as approved for students dually enrolled in the Adult Education program seeking a High School equivalency and a postsecondary education training program that has been approved by MCCB and ICC. Funding may be used for student tuition, books and other services if approved by a grant from year-to-year and as funds are available.

### WIOA/WIN Centers – Brad Gates, Director

- The WIOA team works in partnership with Three Rivers Planning and Development District to provide services through community outreach and the local WIN Job Centers. Services include Individual Training Accounts, On-The-Job Training, adult internships, work searches, WorkKeys® testing and Adult Education classes. Forty-five companies received services.
  - The Tupelo WIN Job Center is scheduled to conduct onsite rapid response meetings with approximately **100** laid off workers at a local manufacturer beginning April 7, 2021.
  - WorkKeys® were proctored for approximately **490** individuals. Credentials earned include Platinum-**36**, Gold-**69**, Silver-**169** and Bronze-**133** with **40** receiving no credential. Retesting was **43**.

#### On-The-Job Training

- Served approximately **229** individuals and **19** companies, not including **113** enrolled in state-funded OJT projects. Total hours reimbursed is **18,945**, with **\$322,000** reimbursed or obligated using WIOA funds and **23,024**, with **\$558,140** obligated or paid with state OJT funds.
- CARES Act funds provided **\$309,000** in reimbursement to employers with **180** participants served with OJT funds. Additionally, the Opioid Grant provided funding for seven participants with **\$8,000** reimbursed to area employers.

#### Individual Training Accounts

- Served **44** participants with **\$90,000** obligated through March 15, 2021.

#### The Gateway Youth Program

- Serves youth ages 16-24 in all counties by assisting with the acquisition of necessary work skills to increase employability, followed by paid work experience. The youth program served **30** participants with **18** companies serving as worksites (July 2020-March 2021). Four participants transitioned to ICC programs, and **11** obtained permanent employment at worksite.

#### Careers in Advanced Manufacturing (CAMT)

- Carried over **24** students from 2019 with **16** new students through March 15, 2021. ICC WIOA and the Mississippi Apprenticeship Program reimburses up to **\$6,000** per student per year to assist worksites in defraying costs. **Twelve** companies currently serve as worksites.



#### Grant Funds by Program

▪ WIOA Adult/Dislocated Worker Funds	<b>\$1,215,000</b>
▪ Mississippi Development Authority/Mississippi Works	<b>\$ 558,140</b>
▪ WIOA Youth Funds	<b>\$ 389,340</b>
▪ Mississippi Apprenticeship Program Supplement	<b>\$ 204,000</b>
▪ Mississippi Opioid Grant	<b>\$ 20,000</b>
▪ CARES Act:	<b>\$ 323,800</b>

#### Workforce Training – Tzer Nan Waters, Director

- **\$1.7 million** Workforce Enhancement Training Funds, a decrease of **40 percent** over last year.
  - Total Workforce Class Hours **94,412**
  - College-Supported Class Hours **89,647**
  - College-Delivered Class Hours **4,765**
- Grant Funding (Including CARES) = **\$158,036**
- Workforce – Public Classes and Pathways Gross Revenue = **\$299,625.74**
- 1,837 FY20 workforce classes, a decrease of **31 percent** over last year
- **199** College-Delivered
  - Pathway **110**
  - Workforce **89**
- **1,638** College-Supported
- **46** individual business projects written
- **18** Maintenance Assessments
- **19,559** FY20 trainees in classes (duplicated head count)
  - College-Delivered Classes **2,904** people trained
  - College-Supported Classes **16,655** people trained
- **7,761** FY20 workforce trainees (unduplicated head count)
- **123** companies served through all projects

#### Workforce Pathways

- Number of Pathway students: **469**
- Number of students enrolled in Public Workforce training classes: **641**

- Total number of ICC-delivered class hours: **5,403.5**
- Total Workforce class hours (after March 1, 2020 and currently enrolled that began prior to February 28, 2021)
  - ICC-delivered class hours (Public Workforce and Pathway hours) **5,403.5**
  - Pathway hours **5,078.0**
  - Public Workforce class hours **325.5**

#### Pathways by Program

- Business Office Specialist (BOS): **13** enrolled, **9** completers (**69 percent** retention). T/F: **\$5,748.00**
- Certified Nursing Assistant (CNA): **149** enrolled, **129** completers/enrolled (**86 percent** retention). T/F: **\$70,402**
- Commercial Truck Driving: **20** enrolled, **14** completers/enrolled (**70 percent** retention). T/F: **\$54,000**
- Electrician Assistant: **4** enrolled, **4** completers (**100 percent** retention). T/F: **\$3,960.00**
- Emergency Medical Technician Basic: **49** enrolled, **30** completers/enrolled (**61 percent** retention). T/F: **\$33,233.00**
- Food Service Pathway: **27** enrolled, **23** completers/currently enrolled (**85 percent** retention. Net Revenue generated: **\$8,144.74**
- Human Resources (HR) Assistant: **18** enrolled, **14** completers (**78 percent** retention). T/F: **\$8,000**
- Manufacturing Skills Basic Certification (MSBC) – Toyota: Create Your Future Internship: **11** enrolled, **11** completers (**100 percent** retention). Tuition and fees collected: **\$8,800**
- Medical Administrative Assistant: **21** enrolled, **16** completers/enrolled (**76 percent** retention). T/F: **\$12,650**
- Pharmacy Technician: **56** enrolled, **48** completers/enrolled (**85 percent** retention). T/F: **\$16,744**
- Phlebotomy Technician: **61** enrolled, **54** completers (**88 percent** retention). T/F: **\$29,829**
- Small Engine Repair Technician: **11** enrolled, **10** completers (**91 percent** retention). T/F: **\$4,428**
- Introduction to Welding and Cutting: **29** enrolled, **25** completers (**86 percent** retention). T/F: **\$10,332**

#### Public Workforce Classes

- EMR Refresher: **275** enrolled, **275** completers (**100 percent** retention). T/F: **\$11,040**
- Forklift Operator Training: **2** enrolled, **2** completers (**100 percent** retention). T/F: **\$90**
- Forklift Train-the-Trainer: **2** enrolled, **2** completers (**100 percent** retention). T/F: **\$130**
- Enhanced Forklift Operator Training: **17** enrolled, **17** completers (**100 percent** retention). T/F: **\$1,365**
- Healthcare Provider BLS: **275** enrolled, **275** completers (**100 percent** retention). T/F: **\$10,390**
- ServSafe® Certification Prep and Exam: **70** enrolled, **70** completers (**100 percent** retention). T/F: **\$10,350**

### Accomplishments

- Developed five new Career Pathway training programs which increased the number from 14 to **19** or **36 percent**. They include Electrician Assistant, Introduction to Industrial Maintenance, Certified Medical Assistant, Medical Administrative Assistant and Quality Improvement Associate.
  - A Process Control Technology pathway is being developed through the use of the CARES Act fund with **\$124,600** to purchase a process control technology training system and a Level 1 fundamental course offering.
- Workforce collaborated with eLearning to create online workforce courses on the ICC website inherently increasing noncredit students' exposure to the College's academic programs. In addition to the first Workforce course, Forklift Operator, that began in March 2020, ICC launched seven new online training courses in the Workforce Canvas Catalog. Students can now virtually access 6S Methodology, Bloodborne Pathogens, Career Connect, Fall Protection, Forklift Train-the-Trainer, Lockout-Tagout and Scissor Lift Operator Training.
  - Added an EMT-Basic Hybrid option to enable students to participate in virtual classroom instruction while also obtaining the hands-on clinical experience of the traditional face-to-face course.
  - Expanded Forklift Operator Training to create Enhanced Forklift Operator Training and added a Stand-up Rider and Order Selector in addition to the traditional Sit-down Forklift equipment.
  - CARES Tuition Voucher Application program – Due to the tuition assistance offered by the CARES Voucher program, ICC increased the number of students participating in ICC Career Pathway programs from 163 in Fall 2019 to **331** in Fall 2020, **103 percent** enrollment increase. Additionally, due to the demand for training program options, ICC increased Pathways classes offered from 26 in the fall of 2019 to **49** in the fall of 2020, an **88 percent** increase.
- Collaborated with Toyota Motor Manufacturing Mississippi to start the Create Your Future Internship program by providing the Manufacturing Skills Basic Certificate program to area high school seniors. Upon completion of the ICC MSBC program, students start job rotations at the TMMS plant at Blue Springs. A total of **39** students from **six** schools completed the internship compared to 28 prior.
- Expanded the partnership with Automated Technology Services. In addition to becoming a SkillPoint regional training hub for skilled industrial maintenance, ICC collaborated with ATS to offer high-quality industrial maintenance courses including: CNC/PLC, electronic, mechanical, robotics and other courses suited to fit operation needs.

- Stacey Loden, Josh Gammill, Scott Coward, Karey McAnally and Larry Williams completed the American Red Cross CPR/AED/First Aid bridge course.
- Scott Coward completed DDI® Facilitator Certification and is now able to deliver a suite of **50+** DDI® leadership classes.

## **ENROLMENT SERVICES – Dr. Melissa Haab, Dean**

### **Admissions and Registrar – Dr. Bobby Solomon, Director**

- Developed and submitted two Change of Academic Instruction plans to the Student and Exchange Visitor Program outlining the College's response to the COVID-19 pandemic and academic instruction for international students.
- Implemented onsite ACT Residual Testing at the Tupelo Campus
- Declared **1,028** students as graduates for the 2020 Virtual Commencement Ceremony
- Distributed **315** diplomas during the 2020 Drive-Thru Diploma Pick-up Campaign at the Fulton and Tupelo campuses and mailed **463** diplomas to graduates
- Collaborated with Community Relations, Strategic Planning and Institutional Effectiveness and TIS to create a new Apply for Graduation campaign to include email communications, a survey for previous graduates to express interest to participate in commencement and new yard signs
- Planned and administered the National ACT to more than **329** examinees at the Fulton Campus while adhering to a COVID-19 prevention protocol.

### **Advising and Tupelo Campus – Mande Miller, Director**

- Counselors served approximately **1,500** individuals through utilizing [eadviser@iccms.edu](mailto:eadviser@iccms.edu). Most of these individuals had questions concerning advising, registration, curriculum and earning their AA or AAS degree.
- All students are assigned an academic adviser, and **75 percent** of ICC's student population seek advisement from him/her to plan courses and register each semester during the designated period. Students register for approximately **80 percent** of planned courses.
- Advising Center coordinated visits with senior college transfer counselors to aid in the transition.
- Offered a professional development opportunity through ZOOM to update all advisers regarding curriculum changes, academic resources, transfer information and graduation requirements

- **375** change of major forms were processed through the Advising Center.
- Currently working on a proposal to revive the Career Center

## **HUMAN RESOURCES AND ADMINISTRATION – Tim Senter, Executive Director**

### **Development and Planning – Thomas Bonds, Director**

- Completed **3,436** work orders, extending over all College locations.
- Installed landscaping at the Band Hall/Safe Shelter (Fulton Campus) and the Academic and Student Center (Tupelo Campus).
- Created an inventory management process for the Housekeeping department.
- Mississippi Department of Transportation Grant
  - Up to **\$1.1 million** has been granted in an 80/20 match by the College and the City of Fulton.
  - The College will use the funds to install a new sidewalk that will begin at Robbins Street and follow West Main Street, ending at the Access Road. The sidewalk will also branch off and extend from Main Street along Stadium Drive and end at the Access Road. Both end points will connect the Waterway walking track to downtown Fulton, while providing new walkways on the Fulton Campus. Additionally, new lighting will be installed along the sidewalk.

### **Human Resources – Tim Senter**

- Transitioned hourly, non-exempt employees to a salaried, non-exempt classification for streamlining holiday benefits for employees, lowering the administrative burden and providing a more consistent expectation of payroll expense for the fiscal year.
- Issued an RFP for a Benefits Plan Administrator, selecting American Fidelity as the successful vendor to handle all cafeteria plan benefits.

### **Print Shop – John Bowen, Manager**

- Improved the efficiency of services by converting a portion of the print shop into a workroom for silkscreen printing. Items installed included a washout booth, screen cleaning washer and drying cabinet and a screen exposure unit. All functions of screen printing are now able to be housed within the Printing department.

- Worked with the Bookstore to provide a portion of its merchandise, which provides a savings to the College eliminating contracts with outside vendors.
- Screen printed more than **8,000** garments for various College departments, which provides a cost savings and an advertising/publicity opportunity for the College.

## **INSTRUCTIONAL SERVICES – Dr. Michelle Sumerel, Vice President**

- **Six** full-time instructors retired or resigned and were not replaced. Adjustments were made to allow absorption of those instructors' duties without requiring replacements.

### **Academic Division, Communications – Anna Britt-Begnaud, Division Chair**

- **Keith Morris** MCCWA and SKD poetry judge, published in Sonder Midwest and Cathexis Northwest Press, Calliope Poetry and Arts Journal editor and Film Club sponsor
- **Jon Armstrong** is working toward his Ph.D. degree in Community College Leadership.
  - **Robin Lowe** PTK adviser and was selected as Faculty Scholar for Phi Theta Kappa and Certified Leadership Development Studies instructor. Serves as Honors College Director.
- **Nathan Ward** was the recipient of ICC's **2021 Mississippi Humanities Council Humanities Teacher of the Year** award.
- **Morgan Cutturini** serves as the Film Club sponsor.
  - ICC Films received a **\$5,000** grant from the Mississippi Hills National Heritage Area to produce phase 2 of the North Mississippi Rural Legal Services (NMRLS) Oral History Project.
  - ICC Films used the grant money to purchase two new editing laptops, lighting, and sound equipment for the program.
  - Films Produced in 2020-2021
    - The short documentary A RICH UNTOLD STORY: THE ROLE OF WOMEN AT NMRLS (2020)
    - A GREATER TRUTH IN MONEY – a documentary about Money, Mississippi, Bobbie Gentry, Emmett Till and Robert Johnson (2021)
    - MYSTERIOUS CIRCUMSTANCE (2021) - A western feature film starring Evan Williams and John Schneider

#### **Academic Division, Natural Science – Dr. Jada Mills, Division Chair**

- **Dr. Jada Mills** is the QEP course contact for BIO 1114, Principles of Biology I.
  - Serves as the NASA Mississippi Space Grant Consortium coordinator for ICC.
- **Five \$500 scholarships** were awarded to STEM majors through NASA MSGCC funds.
- Natural Science faculty attended Preliminary Curriculum Alignment meetings in December 2020 and January 2021 to discuss outcomes for each course.

#### **eLearning Instruction – Denise Gillespie, Dean**

- **Dr. Laura Pannell** provided Conflict Management training to ICC resident assistants.
  - Serves as the President of the Mississippi Gerontological Society and ongoing appointment to Mississippi Alzheimer's State Planning Council.
  - Certified Trainer, Mississippi Board of Law Enforcement Standards and Training.
- **Nicole Pearce** certified dorm resident assistants in CPR.

#### **Library – Holly Gray, Director**

- The library added LibChat, a live chat feature, to the existing library webpage. A librarian from ICC monitors the chat during normal library hours. After hours, the chat rolls over to a global library service where it is monitored 24 hours a day. Since June 1, over **500** patrons have used the online chat service. The librarians have provided ZOOM orientation sessions and workshops to support both online and traditional English Composition classes.
- From April 1, 2020 – February 28, 2021 the library's website received over **61,000** visits from patrons. The library webpage currently has **57** research guides to assist students with instructional assignments. The Fulton campus had over **32,000** in-person patron visits and **1,334** items circulated. The Tupelo Campus had over **6,500** patron visits and **222** items circulated. They added additional DVDs, games and books, as well as computers for students to check out.
- The library added **six** new databases that include access to current reference material that is supportive of the college curriculum. One of those databases, Hoopla, is a digital media service that allows patrons to borrow movies, audiobooks, ebooks, music and comics. Over **450** items have been circulated online with Hoopla since December 2020.

**Strategic Planning and Institutional Effectiveness – Amy Cappleman, Director**

- Due to the operational impact of COVID-19, ICC's planning timeline for the upcoming five-year Strategic Plan was extended by one year to allow College resources to be prioritized during the pandemic. The revised process includes moving planning steps to a virtual process using Canvas and ZOOM to provide greater flexibility and efficiency during ongoing social distancing and virus control efforts. A strategic planning retreat will occur in September 2021 with final revision of initiatives and goals to be formalized afterward. The final, formal strategic plan will be approved by the Board of Trustees in December 2021 and announced to all College employees in January 2022.
- **Diann Nichols** published professional development sessions for ICC employees in Canvas on SEI Frequently Asked Questions and Annual Planning Training for New Planners.



## **CAMPUS SAFETY**

### **3a. Safety Training**

### **3b. Safety Plan**

In Support of Attainment of Goals

## **ECONOMIC and COMMUNITY SERVICES – Dr. Joe Lowder, Dean**

### **Early Childhood Academy**

At the onset of (COVID-19), the ECA shifted to offering providers support through the use of phone calls, emails, texts and ZOOM meetings. As larger organizations shifted to online training, the ECA disseminated the virtual options for professional development to its local centers as well as distributed **90** thermometers and **139** bulk sanitizing wipes to aid in much-needed supplies at local childcare sites.

- Provided support to centers by assisting with completing paperwork for CARES Act grant funds.
- Sent personal protective equipment to Jackson for relief to larger childcare centers totaling **\$3,626.35**.
- Followed COVID protocols as the ECA reopened the Resource and Referral office by limiting the number of visitors at any single time, sanitizing, providing curbside support for checking out/in materials and continuing virtual support.
- Virtual curriculum training was completed during COVID closures to meet the requirements of the Preschool Development Grant Birth to Age Five.

### **Workforce Training – Tzer Nan Waters, Director**

- Created an online WorkKeys® registration portal using the Workforce Canvas Catalog. schedule their WorkKeys® test. This increased process efficiency and reduced the amount of face-to-face contact among ICC staff and testers who assisted during COVID-19.

- Purchased **\$1.8 million** of equipment through the CARES Act fund largely to reduce the amount of face-to-face instruction as part of safety protocol due to COVID-19.

## **ENROLLMENT SERVICES – Dr. Melissa Haab, Dean**

- Implemented Online Orientation as a result of the COVID pandemic (**1,737** students registered).

### **Admissions and Registrar – Dr. Bobby Solomon, Director**

- Planned and ordered keepsake caps/gowns and masks for students to help mitigate the spread of COVID-19 during the May 2021 Commencement Ceremony.

### **Financial Aid – Terry Bland, Director**

- In order to continue to assist students with filing their federal and state aid applications in spite of COVID-19, ICC's Financial Aid office presented virtual FAFSA completion events for each of the district high schools.

## **FINANCE – Sandi South, Executive Director**

### **Bookstore – Billy Humphries, Manager**

- Both Bookstore websites were upgraded to make shopping more mobile friendly to reach more students during the COVID pandemic.
- Both Bookstores provided curbside, contactless pickup for students during the pandemic.

## **INSTRUCTIONAL SERVICES – Dr. Michelle Sumerel, Vice President**

- Created **two** new instructional methods that allowed traditional students to return to the classroom in Fall 2020 and Spring 2021 while following social distancing guidelines. Face-to-face hybrid (F2FH) classes followed a split hybrid model with required online assignments, and face-to-face ZOOM (F2FZ) classes followed a split hybrid model with required livestream attendance via ZOOM. Face-to-face only (F2FO) classes were offered for certain courses when large classrooms or small enrollment numbers could be secured and meet social distancing guidelines.

**Academic Division, Mathematics – Heather McCormick, Division Chair**

- Because of COVID-19, the Mathematics Division uses ZOOM in its classes to ensure social distancing within the classroom and to enable students who are quarantined to continue to attend class. There are now has model shells in Canvas for all of ICC's upper level math classes.

**Academic Division, Social Science – Chris Stevenson, Division Chair**

- **Chris Stevenson** provided training to selected high schools in Mississippi for conflict resolution as part of the standards outlined in the Seclusions and Restraints mandate outlined by the Mississippi Department of Education.
  - Served as an assistant instructor in a self-defense program as part of a professional development session at Itawamba Community College.

**eLearning Instruction – Denise Gillespie, Dean**

- **Dr. Laura Pannell** presented Conflict Management to ICC's resident assistants.

**HUMAN RESOURCES AND ADMINISTRATION – Tim Senter, Executive Director****Development and Planning – Thomas Bonds, Director**

- Supported the College's COVID-19 preventative initiative by: 1) Installing additional equipment for Instructional Services and Career and Technical Education Division. 2) Installed various items throughout the College to include plexiglass shields, social distancing floor signs, bottle fillers, hand sanitizer stations, etc. 3) Renovated a faculty house to serve as a COVID-19 testing lab.
- Led the College in providing a safe environment for employees, students and community members by ensuring College facilities were sanitized properly to mitigate the spread of COVID-19. Additionally, recommended and purchased the necessary sanitation materials for the various College departments to use during their normal operations.

**STUDENT SERVICES – Dr. Brad Boggs, Dean**

- Discussed the Violence Against Women Act, Clery Act, Gender-Based Misconduct Policy, reporting and Title IX information to all dorm students in a virtual format – Fall 2020.

- Presented virtual professional development sessions for all employees on Everbridge's added features – Fall 2020.
- Provided virtual mental health sessions for all employees and students – Fall 2020 and Spring 2021.
- Faculty and staff covered severe weather preparedness and safe shelters with their students and office staff during statewide tornado drills – Fall 2020 and Spring 2021.
- Self-defense, CPR and AED training sessions were offered in the Fitness Center.
- Presented Campus Safety and Emergency Procedures Information to all dorm students virtually – Fall 2020.
- Emergency Procedures posters were placed in all classrooms and offices at all three locations to give students/employees quick access to emergency procedures and campus emergency phone numbers.
- Worked with colleagues and students in developing reopening plans in Housing, Student Activities, Athletics and Student Life for Fall 2020 due to COVID-19.
- Worked with Community Relations to implement necessary signage to aid in COVID-19 management.
- Received and processed all student COVID reports/inquiries – set their timeline to return to a college location.
- Contacted all students identified as COVID close contacts and set their timeline to return to a college location.
- Scheduled appointments for all students who required COVID testing.
- Delivered meals and served as a point of contact for all students who were required to quarantine in designated rooms in our residence halls.
- Monitored and enforced CDC and Mississippi Department of Health Guidelines due to COVID.

**Athletics – Carrie Ball-Williamson, Director**

- Due to the guidelines issued from the Governor, ICC reduced the number of seats in the Event Center to 25 percent capacity and subsequently to **50 percent**.
- Hand sanitizing stations were placed throughout all sports facilities.
- The Athletic Department purchased sprayers to sanitize locker rooms and weight facilities daily.
- The Athletic Department purchased more towels so athletes would not have to re-use or share.
- The Athletic Department monitored athletes' temperatures daily.
- Had a seating chart for bus trips in all sports
- The Athletic Department purchased each athlete personal water bottles or cups to prevent the spread of COVID.

**Housing – Chad Case, Director**

- Adjusted the residence hall move-in schedule. Procedures were implemented for staggered times and limited interactions.
- Provided a nurse educator for residence hall directors and residence hall assistants to explain the use of PPEs and symptoms of COVID-19.
- Presented new sessions for residence hall students regarding how to keep individuals healthy.
- Conducted virtual mandatory residence hall meetings.
- Placed additional hand sanitizer dispensing stations.
- Continued to encourage physical distancing.
- Placed signage throughout buildings outlining cleaning procedures set by the CDC.
- Required masks in common areas of residence halls (lobbies, seating areas, laundry/vending areas).
- Non-ICC student guests are not allowed at this time. (Exception – Parents who must contact the hall director for appointments).
- Room checks are on Tuesdays and Thursdays every week with an emphasis on cleanliness.
- One bottle of disinfectant will be provided by ICC for each bathroom.

**Fitness Center – Michelle Pruitt, Coordinator**

- Successfully incorporated a reservation system to manage capacity limits for all aspects of the Fitness Center.
- October 2020 – Grand Opening of JUVA in the Fitness Center.
- January 2021 – Offered “New Year, New You” promo that brought in new memberships.
- March 2021 – Partnered with Student Activities for ICC’s first “Wellness Week” featuring various activities for students.

**Campus Police – Terry Jones, Chief**

- Purchased a new police SUV for the Fulton Campus
- Purchased a police golf cart
- All officers received training on COVID safety measures.
- All officers attended and received weapons recertification.
- Officers were trained on the new online crime reporting as required by the FBI.
- Officers received training in cultural diversity and sensitivity.

## TECHNOLOGY

### 4a. Training On and Use Of Technology

### 4b. Maintain Adequate Technology

In Support of Attainment of Goals

The **Professional Development Committee** is dedicated to providing targeted professional development sessions based on needs as evidenced by institutional data. Members of the Professional Development committee for **2020-2021** include

Bennett	Sherry	Librarian
Cappleman	Amy	Director of Strategic Planning and Institutional Effectiveness
Coleman	Allen	Director of Telecommunications and Information Services
Davis	Sherry	Academic Instructor
Emison	Barry	Dean of Career and Technical Instruction
Gillespie	Denise	Dean of eLearning Instruction
Gray	Emily	Director of Library Services
Haab	Melissa	Dean of Enrollment Services
Harris	John Wayne	Director of Projects and Energy Management System
Hughes	Stacey	eLearning Adviser and Lab Coordinator
Jones	Rilla	Dean of Health Science Instruction
Kennedy	Paige	Administrative Assistant to Vice President of Instructional Services
Knight	Wilson	eLearning Development Coordinator
Lowder	Joe	Dean of Economic and Community Services
Lucius	Shannon	AEOP President
McCraw	Brandi	Instructional Coordinator
Miller	Mande	Director of Advising/Director of Tupelo Campus
Nichols	Diann	Assessment Coordinator
Senter	Tim	Executive Director of Human Resources and Administration
Solomon	Bobby	Director of Admissions/Registrar
Sumarel	Michelle	Vice President of Instructional Services, Chair

### Professional Development on Technology and Other topics for 2020-2021 included

<p><b>Offerings</b></p> <p>Creating a Community of Respect: VAWA, Clery and Title IX</p> <p>Phone and Email Etiquette</p> <p>Smartboard</p> <p>Stress Management</p> <p>Student Learning Outcomes Data Entry</p> <p>Teaching Strategies</p> <p>Who Are The Millennials?</p> <p>SEI Frequently Asked Questions</p> <p>FERPA Basics</p> <p>Canvas Training for Traditional Instructors</p> <p>Basic Canvas for Online Instructors</p> <p>eLearning Training - Comprehensive Canvas</p> <p>Itawamba Teaching and Learning Institute</p> <p>PROCTORED EXAMS WITH HONORLOCK</p> <p>Meeting Owl Session</p> <p>Inclusive Access - Behind the Scenes</p> <p>Changing the World One Communicator at a Time</p> <p>Phone and Email Instructions</p> <p>Using Canvas Rubrics for Rigorous Assessment</p> <p>First Impressions: Canvas Dashboard Images</p> <p>Visual Engagement: Tips for Designing Canvas Pages</p> <p>Academic Integrity Faculty Training</p> <p>Intermediate ZOOM</p> <p>The Internet and Social Media in the Classroom</p>	<p><b>Offerings</b></p> <p>Checkups with Dr. Thomas Dobbs and Dr. Paul Byers</p> <p>WEBINAR SERIES</p> <p>Growing with Canvas-Self Paced</p> <p>Crossing the Bar: Attaining Student Success</p> <p>RCE Basics</p> <p>Dropout Detective Training</p> <p>Office Dynamics International - 25 Proven Tips to Administrative Excellence</p> <p>5 TikTok Tips for Admissions and Marketing</p> <p>Educating Gen z: Are you ready to use TikTok to teach</p> <p>25 Ideas for Great Admissions Content HOW TO USE IT TO GET RESULTS</p> <p>What CTE and AEFLA Administrators Need to Know</p> <p>About the Federal Regulations in EDGAR and the UG Reentry and Reengagement During a Pandemic: Today's Workforce</p> <p>Mississippi Community College Leadership Academy</p> <p>Mississippi Highway Patrol Core Program</p> <p>Success in Less Than Ideal Circumstances</p> <p>Physical Plant Equipment Training</p> <p>Surge Suppression and Maintenance Planning</p> <p>How to Properly Work Equipment</p> <p>Model Shell Basics</p> <p>Web Enhanced Instruction</p> <p>An Exercise in Exceptions</p> <p>Handling Medical Emergencies</p>
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<p>Early Childhood LETRS Training Day</p> <p>Resident Assistant Training</p> <p>Early Childhood Academy Retreat</p> <p>Preparing for Re-Opening: The Admin's Role in Taking Control</p> <p>2020 MSSGC Coordinators Workshop</p> <p>Virtual Resource Fair for Early Childhood Education</p> <p>Data Analytics: Fastcase and Docket Alarm (2020)</p> <p>Introduction to Boolean "Keyword" Searches 2020</p> <p>MS/LA Leadership Conference 2020 Mission: Recognition</p> <p>Tupelo/Belden Faculty Association Meeting</p> <p>SKD Advisor MMS Training</p> <p>From All to Each and Every: Resources and Practices for Supporting Children of Diverse Culture....Era of COVID-19</p> <p>Mobile Learning 12</p> <p>Connect with Confidence in Higher Ed</p> <p>4th Annual Suicide Prevention Symposium</p> <p>Using PsychLearn with Shifting Course Delivery</p> <p>Caregiver University - Caregiver Resources</p> <p>STARLINK - Hot Topics - Working with Students with Autism in the Classroom</p> <p>STARLINK - Accommodating Students with Disabilities Online</p> <p>STARLINK - ADA Compliance</p>	<p>STARLINK - How Can I Use Simple Gamification Strategies to Engage My Students</p> <p>STARLINK - How Do I Build Community in My Classroom</p> <p>STARLINK - How Can I make the Activities in My Course More Inclusive?</p> <p>STARLINK - How Do I Infuse Equity into Any Online Class?</p> <p>STARLINK - What Do I Need to Know About Referring Students for Help?</p> <p>STARLINK - How Can I Get Started with the Virtual Classroom</p> <p>STARLINK - Hot Topics - Top Sites and Apps for Educators</p> <p>STARLINK - COVID19: Ergonomics and Creating Your Workstation at Home</p> <p>STARLINK - Hot Topics - Working with Students with Autism in the Classroom</p> <p>STARLINK - How Can I Use Icebreakers to Connect with Students?</p> <p>STARLINK - 8 Secrets of Career Success</p> <p>STARLINK - Improving Your Communication Skills</p> <p>STARLINK - Dynamic Communication Strategies, Including Gen Z</p> <p>STARLINK - Hot Topics: Be Fit for Stress</p> <p>STARLINK - Hot Topics: Student Engagement-Connective Instruction</p> <p>STARLINK - Hot Topics: Top Apps for Teaching Success</p>
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**Alumni and Foundation – Michael Upton, Director**

- Utilized new online foundation scholarship application for the 2020-21 selection process.
- Utilized **\$3,000** to support Itawamba Community College's libraries in acquiring more laptop computers for student use

**COMMUNITY RELATIONS – Tyler Camp, Chief of Staff and Special Assistant to the President****Marketing and Community Engagement – Nina Strother, Director**

- Relations partners with Technology and Information Services (TIS) to assist with user experience, content creation and design of [www.iccms.edu](http://www.iccms.edu).
- Accessed the backend of the [www.iccms.edu](http://www.iccms.edu) website and is actively proofreading all content and editing as needed in real time. User experience, content creation and all design aspects of the site moved to the Community Relations department this summer.
- New visual look created for ICC's website home page. Implemented a new look for the [www.iccms.edu](http://www.iccms.edu) home page, which included the creation of new video, images, layout, standards, content and functionality for the site, which is now mobile-friendly.
- Online Programs' Web presence updated
- In partnership with the TIS and eLearning departments, the eLearning portion of the website was completely revamped to create a more navigable experience for prospective students, which includes a custom form to ascertain more information about programs and connect with their directors. The new site uses more imagery and was created to be mobile-friendly.

**ENROLLMENT SERVICES – Dr. Melissa Haab, Dean****Recruiting**

- Added the option at [tours.iccms.edu](http://tours.iccms.edu) for prospective students to register for a virtual tour.
- Created a TikTok account ([go2icc](#)).

**Financial Aid – Terry Bland, Director**

- In February 2020, under the auspices of the Student Experience Subcommittee (chaired by Terry Bland) of the Strategic Enrollment Management Committee, ICC's Financial Aid office launched the "upload documents"

option (internally referred to as the “document repository”) within myTribe to allow students to submit documents to the Financial Aid office through a secure, online method without having to visit in person. As a result of this upload method built by Steven West, the office has received **5,602** documents electronically and securely for processing.

- Also under the Student Experience Subcommittee, the Financial Aid office began building the Scholarship Portal to further streamline the delivery of scholarship offerings to the Financial Aid office and improve the level of communication regarding those offerings between all parties involved. It was officially launched in 2021.

## **FINANCE – Sandi South, Executive Director**

### **Telecommunications and Information Services – Allen Coleman, Director**

- Designed and began installation of comprehensive outdoor Wi-Fi system, which included network infrastructure upgrades. The system is planned to be online by summer 2021.
- Completed internet circuit upgrade to join CSpire’s MissiON network, along with all Mississippi community colleges, allowing faster, more reliable and more cost-effective internet access.
- Completed Citrix implementation for all employees with secure remote access, including the merging of scalable, multiuser and student desktop environments. Began rollout of Citrix with thin clients to replace staff computers and lab workstations.
- Worked with the Community Relations department to redesign the ICC homepage. Built a new custom Web framework theme to be used for content and structure of new design with HTML, CSS and LESS, allowing complete control of responsive Web designs compilation.
- Created a new institutional activity scholarship system to streamline the selection of recipients by departments offering scholarships and awarding of funds in financial aid.
- Modified course listings in several systems to allow display of new delivery methods due to the COVID-19 pandemic.

## **INSTRUCTIONAL SERVICES – Dr. Michelle Sumerel, Vice President**

- CARES Act funds were used to purchase various devices to facilitate remote teaching and learning during the COVID-19 pandemic. Some examples of devices purchased and distributed to faculty and administrators include **130** Meeting Owl Pro 360-degree camera, mic and speaker devices; **38** Swivl auto-tracking devices; **40** webcams; **10** iPads; and **4** smart TV carts.

### **Academic Instruction – Dr. Michelle Sumerel**

- The ICC Computer Club accepted laptop/tablet donations from the community and students repaired and updated devices as a community service project and then donated them to ICC students in need. This initiative was especially helpful due to more students needing devices to complete work remotely due to COVID.
- Many instructors use the iPad on a regular basis; this provides digital copies of notes for students.

### **Career and Technical Instruction – Barry Emison, Dean**

- Career Education and Health Science programs were allocated **\$144,656.17** in Perkins funding for lab equipment and training aids.
- Successfully purchased and installed equipment for all Career Education programs totaling **\$3,445,875.83** through the CARES ACT Workforce Enhancement bill HR 1795.

### **eLearning Instruction – Denise Gillespie, Dean**

- Established ZOOM Pro accounts for all faculty and administration to facilitate virtual classrooms and meetings.
- **Melanie Francis, Denise Gillespie, Stacey Hughes, Wilson Knight and Tequila Sunrise:** Created the Transitioning to Online Instruction course and helped the traditional faculty transition to online instruction during the spring of 2020 when the college became virtual due to the Coronavirus pandemic shutdown. Implemented the addition of online content into traditional fall 2020 and spring 2021 course sections.
- Implemented a new remote proctoring solution, HonorLock, which was available to online and traditional students. This initiative was vital to continue proctored testing for online students during COVID closures and quarantines, and was also needed to facilitate hybrid courses that were created to ensure distancing on campus. This initiative was necessary to ensure distancing could be maintained in on-campus labs plus it

greatly increases student choice for proctored testing. Students can test using HonorLock 24/7, which increases flexibility for ICC's students.

- Provided training on Meeting OWLS, ZOOM, Canvas Rubrics, Canvas Page Design and Web-Enhanced Instruction.
- Integrated Dropout Detective, a student retention and success solution, in Canvas spring 2021. This retention tool is helpful to Supplemental Instruction and Academic Support initiatives. Training was provided for SI and AS staff along with being available to all faculty.
- Designed and coordinated opening of the Tupelo Campus Center for Teaching and Learning (CTL), a creative hub for faculty and staff to create instructional videos, host ZOOM classes, facilitate small group meetings and participate in instructional design and other professional development workshops.
- Redesigned Arrow Academy website to align with graphic standards and promote new branding.
- Redesigned a new login screen for ICC Canvas users to be more visually engaging and reflective of College identity.
- eLearning co-designed online Workforce offerings for public enrollment through Arrow Academy: 6S Methodology, Bloodborne Pathogens, Fall Protection, Forklift Train-the-Trainer, Lockout-Tagout, Scissor Lift Operator.
- Created online portal for Workforce WorkKeys Testing registration and payment.
- Reconfigured professional development forms into digital format.

#### **Health Science Instruction – Rilla Jones, Dean**

- The Associate Degree Nursing program completed the design and construction for an expansion of the simulation lab to eight beds with glass enclosures for line-of-sight observation.
- CARES funds were released in August, and all purchases were completed and put in use by December of 2020. The Health Science Division purchased **\$1,445,287** of patient simulation manikins, trainers, hospital beds, digital x-ray equipment, ventilators, medical sonography instruments and an ambulance simulator. The equipment was used to mitigate the loss of clinical access during the 2020 spring semester.

#### **Strategic Planning and Institutional Effectiveness – Amy Cappleman, Director**

- ICC's survey software was given a major update including installing new software versions, adding enhanced survey design capabilities, implementing and testing a data bridge and increasing functionality between the survey system and Canvas (the college's Learning Management System). The purpose is to improve process

efficiencies, support data integrity and offer more appropriate survey design options to better meet instructor and the College's needs.

### **STUDENT SERVICES – Dr. Brad Boggs, Dean of Students**

- Purchased and implemented contact tracing and self-reporting software for COVID through Everbridge.
- **Andrea Senter** received training and certification for Everbridge CARES Best Practices for Notifications and Everbridge Mass Notification Message Sender.
- Successfully sent Everbridge emergency notifications to students and employees.
- Worked with TIS to develop an electronic ticketing system that was used at athletic events, which was necessary due to required COVID guidelines on fan attendance.

### **Athletics – Carrie Ball-Williamson, Director**

- ICC used e-tickets for sporting events to help with attendance guidelines.

### **Campus Police – Terry Jones, Chief of Police**

- Purchased Virtual Academy, which provides on-demand law enforcement professional development for all officers.

### **Fitness Center – Michelle Pruitt, Director**

- Materials have been ordered for a centralized check-in station with expected installation this summer.

### **Housing – Chad Case, Director**

- Continued moving toward **100 percent** online dormitory applications.
- TIS assisted with implementing an online room violation management system.
- Implemented card readers on every washer and dryer in each residence hall at no cost to the College.